

1889 1989

COME JOIN IN THE CELEBRATION

AUGUST 4, 5, 6, 1989



This Tassajara stage provided service between Salinas and Carmel Valley in early 1900s. Photo courtesy of Monterey County Historical Society.

Centennial Celebration August 4-6

YOU are invited to celebrate the 100th anniversary of Carmel Valley, August 4-6.

In 1889 the first U.S. Post Office in Carmel Valley opened at what is now White Oak Plaza in Carmel Valley Village. It was serviced by the Tassajara stage, pictured above, which drove from Salinas to Tassajara Hot Springs.

To celebrate this momentous anniversary, the people of Carmel Valley have organized a huge, three-day party — Centennial Queen Coronation Ball, parade, street dance, booths with games of skill and chance, stagecoach rides, clowns, arts and crafts, Indian art, contests, prizes, re-creation of an Indian village, historical exhibits,

commemorative postal cancellation, 10K race, time capsule, etc. See page 3 for detailed program of events.

To help commemorate the occasion, the *Carmel Valley Sun* is publishing this special edition devoted exclusively to the rich and varied history of our beautiful valley.

Carmel Valley
Sun



SPECIAL
Centennial History Edition

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Special Carmel Valley History Edition

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History of Coldwell Banker

From the hurly-burly of San Francisco busily rebuilding from its great earthquake in 1906, Coldwell Banker has grown into the nation's largest full-service real estate brokerage.

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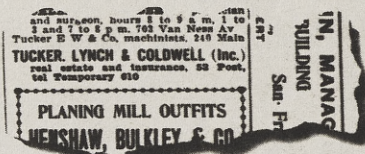


Colbert Coldwell

Today that same real estate company has a staff including Affiliates of more than 46,000 personnel working in over 2,200 offices.

And all of the growth and development of Coldwell Banker has been built on principles that first prompted Colbert Coldwell to leave the real estate firm where he was formerly employed and strike out on his own. Even in those wide open times following the great earthquake, Coldwell couldn't go along with common practices that saw agents snap up

properties themselves, often from uninformed sellers at ridiculously low prices, then turn around and quickly resell for huge profits. Instead, Coldwell's company worked only for clients—not trading for its own account.



From the Crocker-Langley
San Francisco Business
Directory, 1906 third edition

Eighty years later, this simple philosophy of satisfying the interests and needs of the customer remains a basic part of the Coldwell Banker way of doing business, and one that helps set it apart from competition in both commercial and residential real estate.

One major, early development was the partnership of Coldwell and Benjamin Arthur Banker, which evolved after the company's initial founding as Tucker, Lynch & Coldwell. Banker joined Coldwell as a salesman, then became a partner for financial reasons—his and the company's. As the firm's leading salesman, Banker was involved in a majority of the sales and earned half of the commissions on each transaction.

During its first four decades, Coldwell Banker became one of the largest and

most respected firms in the West. In 1952, the firm began expanding outside of California, first with an office in Phoenix, Arizona. Today, it has offices in every state of the union.

Coldwell Banker changed from a partnership to a corporation in the 1960s and began selling its shares of stock to the public in 1968. Acquisitions and opening of new offices brought explosive growth during the 1970s and 1980s.

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Carmel Valley Centennial PROGRAM OF EVENTS

Friday, August 4

4:00 p.m. Opening Ceremony at White Oak Plaza, Carmel Valley Road, in the Village.

MC Lou Allaire explains events and introduces guests.

4:10 p.m. Rededication of Madonna statue, symbol of ecumenical togetherness. Music, group singing, crowning of statue.

4:30 p.m. Rep. Leon Panetta speaks on growing up in Carmel Valley.

4:45 p.m. Supervisor Karin Strasser Kauffman speaks on keeping Carmel Valley's rural charm.

5:00 p.m. Ceremony marking opening of first U.S. Post Office in Carmel Valley at White Oak in 1889. U.S. Postmaster General Anthony Frank and Carmel Valley Postmaster Terry Williams.

5:30 p.m. Stagecoach leaves White Oak Plaza to deliver commemorative envelopes, approved by U.S. Postal Service, to Community Center

5:30 - 6:30 p.m. Post Office will be open at the Community Center for special cancellation of commemorative Centennial envelopes.

6:00 p.m. Centennial Queen Coronation Ball at Hidden Valley Seminars, Carmel Valley Rd. Reservations required.

6:00 p.m. Cocktails, no host bar.

7:00 p.m. Dinner. Flute and piano music by Lynn Jones and John Phillips

8:30 p.m. Stage competition for queen candidates. MC Lou Allaire. Centennial theme song, written by Steve Tosh, to be sung by John Prejean and Friends. Queen Judges: Ray Foster, Lou Gardner, Joan Bennett, Trulee Ricketts and Eileen Sassard. Alternate Judges: Valerie Weber and Egon Wendleman.

9:15 p.m. Crowning of queen and naming of court.

9:30 p.m. Cutting of Centennial birthday cake (cake courtesy of Peter Thom and Monica Gedeon of Cakes by Alessandro).

9:30 to 12 a.m. Dancing to music by Eric Tonn and Music Unlimited.

Saturday, August 5

10:30 a.m. Post Office Ceremony at White Oak Plaza, with stagecoach run.

Post Office is set up in Community Center to officially cancel your letters commemorating the Centennial. Carmel Valley History Society has photographic and memorabilia displays at the Community Center.

11:00 a.m. Centennial Parade

Parade begins at air strip with participants gathering on Lupine Lane. At 11 a.m. it proceeds down Poppy Road to Carmel Valley Road to join with the stagecoach at White Oak Plaza. From there, it marches up Del Fino Place to Pilot Road, turns right to Via Contenta, left on Via Contenta to Ford Road, then disbands in front of the Community Center.

From the airstrip to White Oak, Carmel Valley Fire Chief Bob Heald will lead the parade in his command car. The Grand Marshal, Rep. Leon Panetta, joins the parade at White Oak Plaza.

Parade includes the Queen's float and queen candidates, antique cars carrying local dignitaries, 90-piece Watsonville Marching Band, Patty Wester and her baton twirlers, flamenco dancers, clowns, the Liberty Belles Drill Team, Molera Pack Train, Sheriff Bud Cook and his Mounted Posse, fire trucks, kids riding decorated bicycles, and representatives from various service groups.

Stagecoach rides at Community Center after the parade.

Noon to Contest Judging at the Community Center

1:00 p.m. Winners of contests for best bonnets, best decorated bikes, best pets and largest zucchinis are determined by Carmel Valley Women's Club judges.

Noon to Entertainment at Community Center and Sundown Tularcitos School.

Booths featuring games, arts and crafts, celebrity dunk tank, food and beverages.

Entertainment includes Genie Houdini Magic Show, J.T. Espinosa & Co., clown troupe, jugglers, and face painting.

Music throughout the afternoon by Ed Graham's Dixieland Group, Pat Mahoney's Homefire renditions of bluegrass and country music, and Pistols and Petticoats with square dance music and dancing exhibitions.

Special feature: Tom "Little Bear" Nason re-creates a California Indian village of the 1800s with hogans, fire pits, Indians in native dress; also display of Indian artifacts. Sales of modern Indian art.

8:00 p.m. Street Dance in Delfino Place

to Midnight Dance to music by John Keller's Strictly Country band and the High Tide with Jack Franklin. Open bar.

Sunday, August 6

9:00 a.m. 10K Race starts at Delfino Place

Spectators encouraged along route which includes Village Drive, Paso Hondo, Garzas Road, Paso del Rio, and the Trail and Saddle Club.

11:00 a.m. Awards Ceremony for 10K Race at Delfino Place

First place finishers in men's and women's division receive an etched glass work of art by Alan Masaoka. Many other awards including ribbons for all finishers.

11:00 a.m. Stagecoach Rides available at Community Center

Noon Prize Drawings at the Community Center

Drawing for Hawaii vacation, belt buckles, paintings, prints, wine and other gifts.

11:00 a.m. to Entertainment at Community Center and Tularcitos School

6:00 p.m.

More fun with booths, games of chance and skill, food and refreshments, arts and crafts, etc.

Music by a strolling Mariachi group and Vicki Scardina's band.

Indian village re-creation open for second day. Indian artists display modern silver, bead, turquoise, and basket handiwork.

6:00 p.m. Centennial Finale at Community Center.

Burial of time capsule by the flag pole, to be exhumed on August 6, 2089.

Parking and Transportation

Public Parking - The entire eastern section of Carmel Valley Airport is being used for parking. Recommended route is to take Ford Road off of Carmel Valley Road. Follow Ford Road around to Lilac Road, which leads to the airport area. Attendants will be available to assist with parking.

Most streets in and near the downtown area will also be available for public parking.

Public Transportation - Those coming to the Village by bus have two stops for easy access to Centennial activities. The Community Center and Tularcitos School, where most activities are held, are just one block north of the bus stop on Carmel Valley Road at Ford Road. The bus stop at Pilot Road and Delfino Place will also put the visitor in the heart of Centennial action.

Carmel Valley Centennial Committee

The *Carmel Valley Sun* salutes the selfless dedication of so many members of our community who devoted countless volunteer hours to transform the Centennial celebration from an ambitious dream into an exciting reality. This list of committee members includes only a fraction of those contributing to this unique event.

General Chairman

Randy Randazzo

Admission and Ticket Sales

Peter Coakley

Arts and Crafts

Rod Mills, Chairman
Joan Vandervort, Roger Weeks

Booths and Security

Bud McDonald

Belt Buckles

Stew Clough

Communications

Larry McCann, A.J. Stotler

County Liaison, Street Dance, Parade Security

Bob Heald, Gary Carmichael

History

Stew Clough, Sandra Clough, Fawn Nicholson, Jo An Rieman

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Madonna Rededication

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Parking

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Post Office

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Publicity

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Orville Rogers and Randy Randazzo, Chairmen
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Sandra Clough, Philip K. Smith

10 K Race

Alan Cosseboom

Secretary

Roger Williams

Street Dance

Larry Busick

Time Capsule

Weber Buckham

Treasurer

James Chinn

Cooperating Community Organizations

Carmel Valley Kiwanis, Coordinating Organization
Carmel Valley Chamber of Commerce
Carmel Valley Community Youth Center
Carmel Valley Fire Department
Carmel Valley Garden Association
Carmel Valley History Society
Carmel Valley Trail and Saddle Club
Carmel Valley Village Improvement Committee
Carmel Valley Women's Club
Lions Club
Mid Carmel Valley Fire Protection District
Rotary
Tularcitos School

THANK YOU!

The *Carmel Valley Sun* greatly appreciates the outstanding support and assistance of those who made this special edition possible — our volunteer writers and our advertisers.

First our writers. Most of the writing was done by members of the community who are not regular writers on the *Sun* staff. Many others helped collect and provide information. The following persons wrote articles for this issue.

John Anderson
Bob Annand
Mary Berta
Ruth Bishop
Gary Breschini
James Craig
Grace Darcy
Lou Gardner
Robert Greenwood
James Griffin
Sara Harkins
Trudy Haversat
Bill Kelly
Mary Marble
Graham Matthews III

Chuck McKay
Beth Morrow
Dick Nimmons
Annette Pellett
John Radon
Maile Raphael
Capt. Sidney Reade
Louise Riddle Kaufman
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Gary Tate
John Von Berg
Roger Williams

And our advertisers. Without them we would not be in business. May their support for this special issue be repaid many times over through increased business from our readers. When you patronize our advertisers, please tell them you saw their ad in the Centennial edition of the *Sun*.

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Feed Trough
First Interstate Bank
Gardiner's Tennis Ranch
Graciella's Italian Restaurant
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Grapevine Liquors
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Hacienda Hay & Feed
Hannon, John P.
Holiday Hutch

Holman Ranch
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Kingdom Come
Lobster Grotto
Lofton, Melissa
Los Laureles Lodge
McKay Business Service
Merrill Lynch
Mid Valley Cleaners
Mid Valley Gardens
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Mid Valley Pet Spa
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Valley Lodge
Valley Oaks Travel
Valley Paving
Valley Video
Valley Village Self Storage
Verde's Upholstery
Village Center Bookkeeping
Village Market
Village Pizza
Vitamin Center
Weekly's Gallery
Wermuth Storage
Wills Fargo

CENTENNIAL FLASHBACKS

1889
1989

Carmel Valley 100 Years Ago

By James D. Craig

This series of articles describes Carmel Valley as it was a century ago when the first U.S. Post Office was established at what is now White Oak Plaza in Carmel Valley Village.

Religious authority over all of early California was exercised by Father Junipero Serra from the Carmel Mission at the mouth of Carmel Valley. Secular authority was seated, for a time, at the first California state capitol in nearby Monterey. Close proximity to the momentous events that emanated from

these two seats of power guaranteed a rich and varied history for Carmel Valley.

Unlike most communities whose founding date is engraved on a cornerstone or well-defined by its founder's arrival, the date of Carmel Valley's founding almost slipped by unnoticed. No one had known what constituted the "founding" of Carmel Valley.

Barely six months ago, the fledgling Carmel Valley History Society discovered that the first post office serving

Carmel Valley was established on October 30, 1889. Confirmation of this date was received from the Postal Service archives in Washington, D.C. Although that post office closed six months later, the History Society determined that this first official, governmental recognition of Carmel Valley as a community should be its "founding" date.

The following articles describing the people and life in Carmel Valley 100 years ago were written to commemorate that anniversary.

The Valley Gets a Post Office

The year 1889 certainly wasn't typical of the last 100 years of Carmel Valley's history, mostly because a huge construction project was putting the Valley on the map, so to speak. The Valley Road was bustling with wagons carrying Chinese laborers, supplies and materials, and heavy pipeline for the first real water project in Carmel Valley's short history.

The Pacific Improvement Company, formed at the instigation of Southern Pacific Railroad magnate Charles Crocker, owner of the recently completed Del Monte Hotel in Monterey, was constructing the first dam on the Carmel River. This was intended to obtain an abundant water supply for the hotel's guests. Anticipating this need, the Pacific Improvement Company had purchased the Rancho Los Laureles to serve as headquarters for their large water project which began in 1883 and continued intermittently into the next decade.

Although the initial work on the dam was completed by 1884, the 23 miles of pipeline from the dam to Monterey had to be laid and tended, and heavy rains in the winter of 1889 forced the Pacific Improvement Company to send Chinese coolies back into the Valley to repair the washed-out sections of pipeline.

This project by the owners of the Del Monte Hotel was in turn responsible for putting Carmel Valley on the postal map. The heavy traffic of the construction crews around the Los Laureles Ranch, where the Los Laureles Lodge now stands, created a

need for better postal service in the central section of the Valley.

Communications with the construction crews on the dam itself had been served by the 4th class Post Office at Jamesburg, which commenced service on December 23, 1886, too late to serve the main work force of 900 Chinese coolies and their supervisors, local laborers, and craftsmen who completed the Carmel Dam in 1884. But the initial construction project must certainly have created a politically powerful demand for mail service to that remote section of the Cachagua.

Isolated as it was, however, the Jamesburg Post Office provided little service for most of the Valley's ranchers and their hands, who weren't numerous enough to command a Post Office of their own. So, when the Chinese coolies started laying the 23 miles of 18-inch iron pipeline from the Carmel Dam to Monterey, and the center of construction activities shifted westward along the Valley, local ranchers began to receive powerful support from the Pacific Improvement Company in their demand for their own Post Office.

When it was finally approved, the new Post Office was located, coincidentally enough, right near the Pacific Improvement Company's headquarters on their Los Laureles Ranch. In fact, it was established on Pacific Improvement Company property, in the building housing the Los Laureles Ranch's second and newest dairy operation, a building which later became the White Oaks Inn.

The Post Office was originally designated "Carmel," before Carmel-by-the-Sea even existed, and the site was known simply as White Oaks. When Carmel Valley's first real Post Office began service on October 30, 1889, construction was still going on to complete the dairy building, and Antonio Nunes was the first postmaster. Mail arrived on Mondays, Wednesdays, and Fridays when the Tassajara stage delivered it from Salinas.

Unfortunately for Carmel Valley residents, mail service was tied to the needs of the grand water project, as well as the availability of a postmaster, and a scant four months after its opening, the first Valley Post Office was destined to close. This compelled Valley ranchers to use the sporadic services of neighbors travelling to Salinas or Monterey for the next three-and-a-half years.

When it reopened again near the same location in 1893, Burritt E. Cahoon was the first postmaster, followed by John J. Hebborn in 1899. In 1902, the fortunes of Carmel Valley's Post Office were transferred to Montague M. Whitlock when it was moved to his Rancho Carmelo, which he leased from the Stefani family, and Whitlock became the first postmaster there.

The architects of Carmel-by-the-Sea had designs on the "Carmel" name, so when the Post Office was moved to Rancho Carmelo, postal officials renamed it "Tularcitos." Then, when Mr. Whitlock suddenly departed from the Valley in 1903,

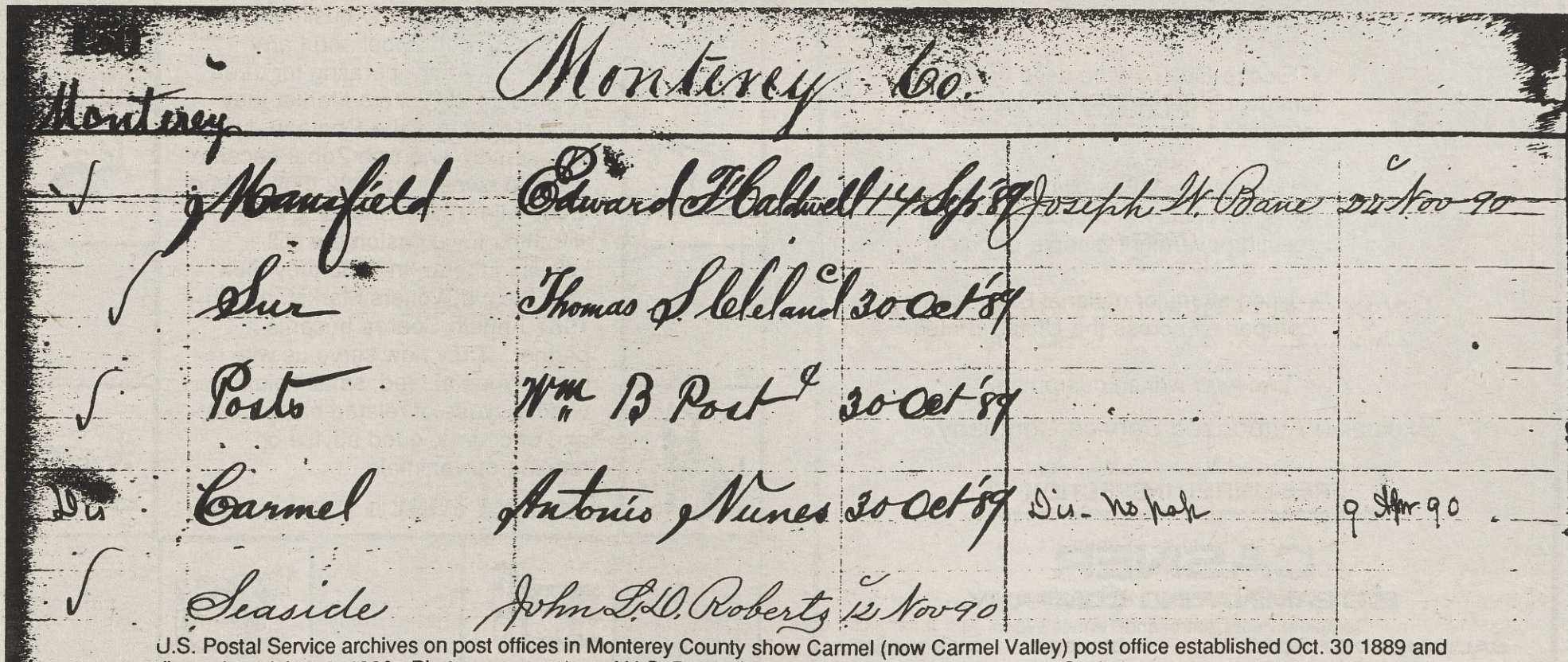
the Tularcitos Post Office was discontinued, and Carmel Valley lost all direct mail service for nearly 40 years.

About This Series

The series of articles, Carmel Valley 100 Years Ago, was written especially for the Sun. Individual articles in the series were published in this newspaper from March 29 to July 19, 1989. The Sun is very grateful to Stew Clough, of Stew's Plumbing, for financing the research and writing of these articles.

Author James D. Craig is a free lance writer specializing in the Old West and public affairs. He holds a B.A. in English from Southern Methodist University and an M.A. degree in English Literature from UCLA. Mr. Craig resides in Pebble Beach. He is now working on a book on the history of Carmel Valley.

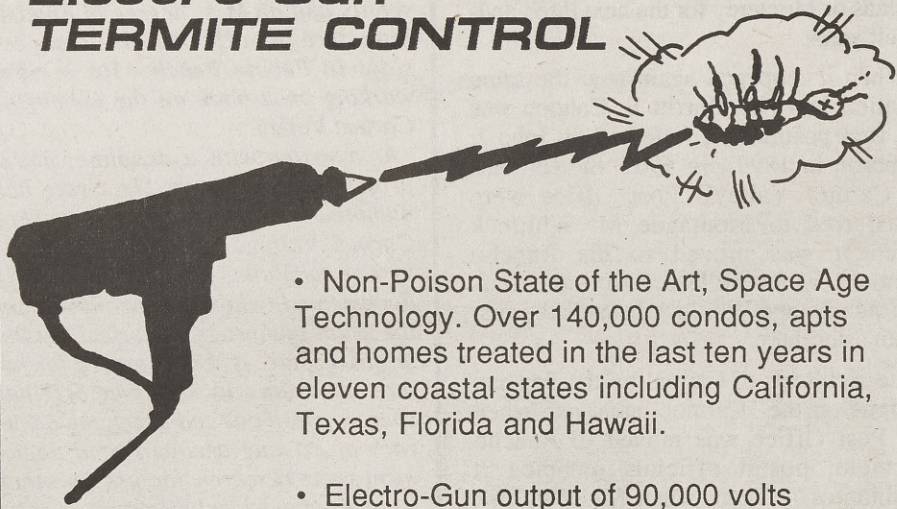
As a writer with a deadline, not a professional historian, Mr. Craig has authored here a journalistic account of Carmel Valley's history. Much history of our Valley has never been fully documented, which means more than the usual number of historical details are in dispute. There is a need for future historians to seek out original sources, flesh out and check the accuracy of existing accounts, and document their research for use by other students of our local history.





TASSAJARA STAGE in early 1900s. The "road" to Tassajara Hot Springs was cut out of solid rock by Chinese laborers in 1890. Parts of the road were so steep that "early stagecoach passengers clung to their seats in terror and prayed. Curtains were put up to keep them from seeing out, and 20-foot pine logs were chained to the coaches to save brakes and horses." Photo courtesy of Monterey County Historical Society.

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Happy 100th Birthday



CENTENNIAL FLASHBACKS

1889
1989

The Tassajara Stage

One of the most important features of Carmel Valley life in 1889 was the Tassajara stage which brought mail three times a week to the Valley's two post offices. The Tassajara stage, so named because the end of its route was the health resort at Tassajara Hot Springs, left the Jeffrey Hotel in Salinas at 6:00 a.m. every Monday, Wednesday, and Friday carrying passengers and mail for the two day trip into the Santa Lucia Mountains.

It took the Salinas Road (now Highway 68) to the Laureles Grade rather than skirt the mountains to Monterey and then up the Valley Road, because the Valley Road was often impassable when the Carmel River was running high. The Valley Road in those days ran close to the river, with five fords between what is now the Farm Center and the present day Carmel Valley Village.

By making the shorter but more strenuous haul over the Laureles Grade, the stage route cut out all of the fords and came down at Rancho Los Laureles, the site of its newest stop in 1889. The newly erected milk cooling house was the first building at the White Oaks site where Carmel Valley Village now stands, and workmen were completing the ventilating

tower on top of the milk house (now The Iron Kettle Restaurant) in which the new post office was located.

The Tassajara stage made a brief stop to deliver mail to Antonio Nunes, a Portuguese whaler who had briefly operated a saloon near Point Lobos in 1885. "Antonio Nunes" was in reality an alias for Joe Hitchcock's maternal grandfather, Antonio Victorine, who had first come to California during the gold rush to pan for gold. In 1889, Joe Hitchcock's entire family was working on the Rancho Los Laureles.

The stage then continued on with its passengers to Rancho Carmelo, owned by Joe Steffani, where it made a brief lunch stop to change its four horse team. From there, the stage followed the old Valley Road through Alberto Trescony's 26,000 acre Rancho Los Tularcitos until it reached its second mail delivery point at the remote Jamesburg Post Office, where James W. Lewis was the first postmaster. Lewis lived where the Search Ranch is now located.

The Jamesburg Post Office operated from the ranch house at the James Ranch, home of the founder of Jamesburg, John James, which later became the Lambert

Ranch. Here the stage took on a fresh relay of horses, sometimes even an eight mule team, for the steep, perilous haul over Chew's Ridge, 4,713 feet high. Dragging a tree trunk from a rope to help brake its descent, the stage then dropped continually over the next 15 miles of narrow, one track, winding mountain roads to Charles W. Quilty's new Tassajara Hot Springs resort, arriving just in time for dinner.

Quilty had only recently (1885) blasted some 20 miles of rocky road from the James Ranch to his resort at the Tassajara, an Indian word meaning "place where meat is dried." For this task, Quilty spent \$15,000 and hired a cheap work force of Chinese coolies who stayed at China Camp, still known by that name. These were the same coolies who had just completed the Carmel Dam and pipeline.

Some say that the Tassajara's previous owner, Jack Borden, changed the Indian name from Agua Caliente to Tassajara Hot Springs when he constructed the first stone buildings there about 1879, but Father Junipero Serra had used the Tassajara name for these springs during the late 1700's. Either way, the Tassajara region had long been the heartland for the Esselen

Indian tribe, who obviously originated the primitive Indian name by which their hot springs are known.

The following day, the Tassajara stage returned along the same arduous route back to Salinas with more passengers and mail, making two rest and relay stops at Jamesburg and Rancho Carmelo, as well as the new stop at White Oaks to pick up mail. At times when the stage couldn't complete its run to Tassajara Springs, Rancho Carmelo served as an overnight way station for the return trip.

Despite the closing of the "Carmel" Post Office (later designated Tularcitos) in 1903, the Tassajara stage maintained its tri-weekly service until shortly before World War I, when it was replaced by a motorized mail carrier which continued to serve the Cachagua's Jamesburg Post Office until it was discontinued in 1935. Before the Tassajara stage route was terminated, however, the owners of the Jeffrey Hotel in Salinas, William and James Jeffrey, bought Tassajara Hot Springs in 1900, and Bill Jeffrey married one of Charles Quilty's daughters.

The 'Octopus' in the Valley

In 1882 the tranquility of Carmel Valley was disturbed by the arrival of the Pacific Improvement Company, one of the largest companies in the West, with its purchase of the Rancho Los Laureles from Fredrick Getchell and Frank Hinkley.

Organized by the "Big Four"—Charles Crocker, Colis Patten Huntington, Leland Stanford, and Mark Hopkins—the Pacific Improvement Company moved into the Valley in a big way. It lived up to its reputation as the "Octopus" by purchasing not only the Rancho Los Laureles and thousands of acres surrounding it, but also extensive tracts of land along the upper Carmel River where it planned to build a series of dams.

But disaster dogged the "Octopus" in its plans for the Valley. Having only just achieved its objective of securing a reliable water supply for Charles Crocker's pet Del Monte Hotel project, with the completion of the Carmel Dam in 1884, the whole scheme went up in smoke when the Del Monte Hotel burned down in 1887. Crocker rebuilt in 1888, however, and by 1889 was once again ensconced in the crown jewel of his vast land holdings.

The Pacific Improvement Company was fortunate enough to obtain the services of William Hatton as manager of the Rancho Los Laureles in 1888, enabling Crocker to concentrate his attention on the reconstruction of his showpiece hotel. In the same year, Hatton was hired by Mrs. Dominga Doni de Atherton to simultaneously manage her Rancho Canada de la Segunda. The two ranches combined occupied almost the entire Lower Valley.

In 1890, Hatton purchased part of Rancho Canada, acquiring the rest in 1892. Added to this, Hatton had his own St. John Dairy Ranch stretching across the mouth of the Valley where Highway 1 is now. Today, such consolidation would be called price fixing. By 1889 William Hatton, an Irish immigrant, had become the premier dairyman in Carmel Valley, where dairy ranching was king, managing three large dairy ranches at once.

In order to coordinate his vast dairy ranching empire, Hatton introduced the first three telephones into Carmel Valley about 1888, placing one at each of the three main ranch houses. While living at the Los Laureles ranch house with his family, he quickly proved himself the Valley's most inventive dairyman.

Hatton designed the unique ventilating tower for the milk cooling house and streamlined the cheesemaking factory at the Boronda adobe, then under the supervision of Paul Rigoli, the dairy foreman, and Henry Stenzick, the cheesemaker.

In 1890 Angelo DeCarli took over as dairy foreman. Hatton also improved the original Holstein herds with the addition of Durham cattle, and he created the first experimental dairy laboratory which soon became the best of its kind in the United States.

In other respects, however, Hatton maintained the traditions of cattle ranching everywhere. One of those traditions was that ranchers refused to hire whole families at once for fear that the related ranch hands would be more loyal to each other than to their employer. This tradition probably

explains why Joe Hitchcock's maternal grandfather, Antonio Victorine, used the alias Antonio Nunes to get himself hired by William Hatton as the milk house attendant and part time postmaster, since the entire Hitchcock family was already living on the Rancho.

The probability that Hatton discovered Antonio Nunes' true name may account for the abrupt closing of Carmel Valley's first real post office early in 1890.

In 1889 much of William Hatton's attention must have been occupied by the winter floods which washed out each of the five foot high trestles that supported the Pacific Improvement Company's pipeline at the five fords along the Carmel River. With its newly rebuilt hotel now lacking a water supply, the Company rushed a large work force of Chinese coolies once again into the Valley to re-

pair the damage.

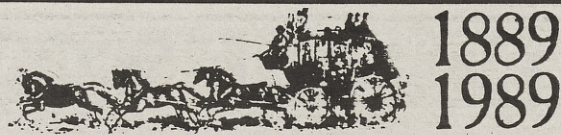
But Hatton had little time to spare from his cattle and dairy operations. By 1890 the Del Monte Dairy supplied all of the Del Monte Hotel's dairy products. It continued to do so, even after William Hatton's untimely death from Bright's disease at age 45 in 1894, until the Del Monte Hotel's sagging popularity undermined the purpose for its dairy ranch.

The Pacific Improvement Company's successor, the Del Monte Properties Company, then subdivided the Rancho Los Laureles into eleven "gentlemen's ranches", beginning in 1923. The Del Monte Hotel burned down again in 1924, and you might say that the "Octopus" disappeared from the Valley in a cloud of red ink.



LOS LAURELES LODGE IN THE 1880s. This was the "out-camp" for the Del Monte Hotel. William Hatton, extreme right, was the ranch manager. He escorted guests on hunting trips in addition to overseeing the dairy ranch and the making of cheese at the Boronda Adobe. Photo copy by Marcia DeVoe.

CENTENNIAL FLASHBACKS



A Valley Tour

There was still as much activity at the mouth of Carmel Valley in 1889 as there had been before the Mexican government secularized California's missions, beginning in 1834. Instead of Indians and Mexicans roaming the Lower Valley, however, there were great herds of cattle grazing quietly, and not much else.

The newest feature was the St. John Dairy Ranch, which had originally been the westernmost section of the huge Rancho Canada de la Segunda until William Hatton acquired about 1,000 acres of it from its latest owner, Mrs. Dominga Doni de Atherton.

Hatton started his dairy ranch in 1884 while working for the Pacific Improvement Company as a manager of their



William Hatton, 1849-1894. Photo copy by Marcia DeVoe.

ranches. At the same time, he was a partner with Sinclair Ollason in another large dairy ranch at Mid Valley. When he was appointed superintendent of all the Pacific Improvement Company's ranches in Monterey County and hired by Mrs. Atherton to manage her Rancho Canada all

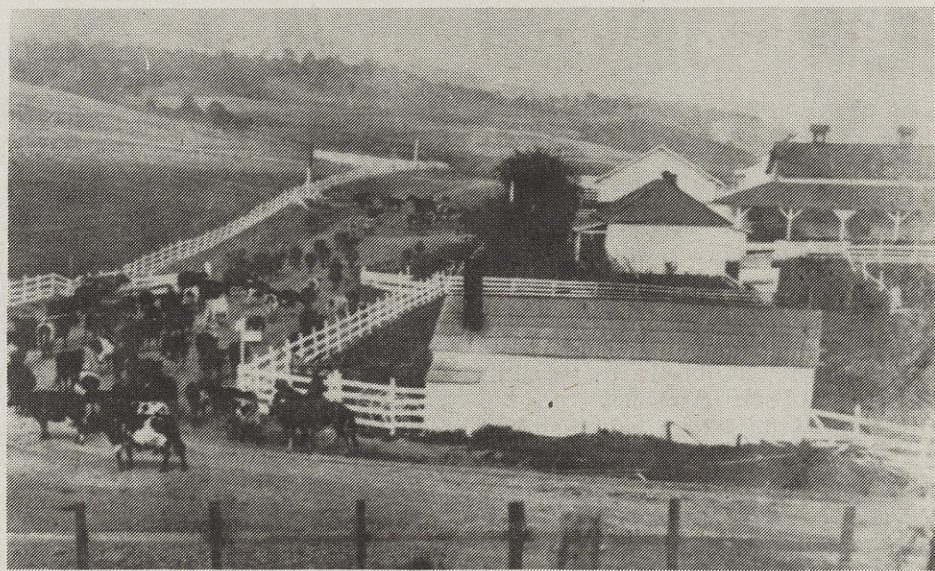
in the same year, 1888, he was running nearly all the beef on the Valley floor all the way to the Rancho Los Tularcitos.

Despite Hatton's great power over the Carmel Valley dairy industry in 1889, he was still only leasing from Joseph W. Gregg much of the property where his St. John Dairy Ranch stood. The fact that Hatton was beginning his second five-year lease from Gregg in 1889 probably deterred him from constructing his elegant, 18-room Victorian "House on the Hill" across the Valley from the Gregg Ranch until he had purchased the southern portion of his St. John Ranch free and clear. Due to this delay, Hatton died before his house was completed.

Up the mountainside south of the St. John Ranch, Joe Gregg and his wife, Lola Soberanes, had just purchased the title to their dairy and cattle ranch after 16 years of leasing it from the Snively brothers. The Greggs, in turn, had been leasing out the lowland section of their ranch to Hatton for the last five years. As part of the original deal, the Greggs had sold their large tract at Mid Valley behind what is now the Farm Center to Richard Snively in 1868. In 1889, that was still the Snively Ranch and one of the Valley's most successful fruit farms.

Another major figure in Carmel Valley in 1889 was Bradley Varnum Sargent, who owned all the land east of the Gregg Ranch clear to the Cachagua region—virtually the whole mountain range on the south side of the Lower Valley. There were 23,000 acres in the combined Rancho El Potrero de San Carlos & San Francisco, making Bradley Sargent the second largest landowner in Carmel Valley. In partnership with his three brothers, he was one of the largest landowners in the state, with over 80,000 acres of prime real estate.

The rest of the Valley floor east of the St. John Dairy Ranch was occupied by the Rancho de la Segunda clear to what is now the Valley Hills Shopping Center, and from the northern mountain ridge to the



1895 PHOTO OF HATTON DAIRY RANCH. The cattle are being driven down what is now Carmel Valley Road at the intersection of Highway 1. Photo copy by Marcia DeVoe.

Carmelo River, as it was then called. The Mid Valley section from the Rancho Canada up to the Soberanes tract beyond Meadows Canyon was owned by James and Loretta Meadows, the oldest settlers in the Valley. Loretta Onesimo Peralta Meadows was the original owner of the tract, predating the Valley's settlement by the Mexicans.

The Meadows tract was a dairy ranch too, but in 1869 James Meadows sold 120 acres across from Robinson Canyon Road to Edward Berwick, an Englishman who in 1889 was operating Carmel Valley's most famous fruit orchards there. Berwick had moved his family to Pacific Grove in 1881, and by 1889 he was commuting regularly to his orchards.

Between the Meadows tract and the Pacific Improvement Company's properties, the Rancho Los Laureles and the Los Laurelitos, lay the original Soberanes tract, then occupied by Antonio Tomasini and his wife Amada Soberanes, and Martin

Tomasini and his wife Chona Soberanes, who lived in the area now known as Rancho Fiesta.

From Scarlett Road to Hitchcock Canyon were the Pacific Improvement Company's Los Laureles tracts, and just east of the Los Laureles lay John Berta's new dairy and cattle ranch which he had purchased from Joe Steffani in 1887. Both Berta and Steffani were Swiss-Italians, as were the Tomasinis and the Piazzonis, who in 1884 bought a large northern section of the Rancho Los Tularcitos beyond Steffani's Rancho Carmelo, which was just southwest of the Tularcitos.

In 1889, the Rancho Tularcitos was owned by Alberto Trescony, another Italian, but he had just sold Carlyle S. Abbott a five year lease (from 1887) on 13,000 acres of the Los Tularcitos with an option to purchase, which Abbott, a major dairy rancher in the Salinas Valley, eventually picked up.

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CENTENNIAL FLASHBACKS



Carmel Valley's Neighbors

Fifty-five years had elapsed between the first settlement of the large Mexican land grants in Carmel Valley and the year 1889, but the Valley's nearest neighbor was still the town of Monterey, other than the small, foreign whaling industry at Point Lobos. The Mission San Carlos Borromeo de Carmelo was still in ruins following its secularization and abandonment on orders by the Mexican government in 1834.

A restoration project on the long abandoned Mission had just been completed in 1888 under the supervision of the Reverend Angelo Delfino Casanova, who was charging 15 cents admission to visitors as a means of obtaining funds for the further restoration of the Mission.

Once the focal point of Carmel Valley social and political life from its strategic position at the mouth of the Valley, the Mission had been replaced as a center of activity by the small whaling industry at Point Lobos. Instead of the wildlife preserve it is today, Point Lobos was an industrial scene of drab buildings and other construction projects geared for the supply and outfitting of whaling ships.

By 1889 the whaling industry, too, had fallen on hard times, so the mouth of the Valley was about as peaceful and bucolic as it had been when the first settlers arrived. Many of the Portuguese whalers, who were the backbone of the industry, had assumed other names in their search for permanent jobs at the numerous dairy ranches in the region.

On the northern side of the Mission, the Martin Ranch occupied all the land between the Mission and what is now 12th Avenue in Carmel, including Stewart's Cove, which was named after John Martin's wife, Elizabeth Stewart. A Scotsman from Canada, John Martin was one of the earliest settlers of the Carmel-Carmel

Valley region, having established the Martin Ranch here with the help of his father William and his brothers in the early 1860's.

They had lived on this section of the coast since 1856, and John had briefly occupied a cabin along with some of his brothers in the area of the Rancho Canada de la Segunda known as Martin Canyon, because the Martins were its first inhabitants. In 1889 John and Elizabeth Martin had a well established dairy on their ranch, and Elizabeth delivered the youngest of their nine children that year, a son named Carmel Martin.

There was only a ranch house on the neighboring Las Manzanitas tract where Carmel-by-the-Sea now stands, but oddly enough, in 1889 Delos Goldsmith built a resort style bath house at the foot of Ocean Avenue overlooking Carmel Beach. It was undoubtedly intended to serve the tally-ho's full of guests from the newly rebuilt Del Monte Hotel in Monterey, which had its own larger and more sumptuous bath house on the beach behind the hotel.

The reconstruction of the burned down Del Monte Hotel and Santiago J. Duckworth's premature plans for a new town called "Carmel" had clearly marked the Las Manzanitas tract as a site for future development.

The adjoining Rancho El Pescadero, now Pebble Beach, was another part of the Pacific Improvement Company's real estate empire in this region, but in 1889 there was only a ranch house and some related buildings occupied by a foreman named Winston who kept his own zoo on the ranch, including buffaloes, monkeys, and a grizzly bear in a cage.

A small Chinese fishing village of some 50-70 inhabitants who lived there in season was located at Stillwater Cove, just



SUN-DAPPLED HILLS of the 20,000-acre San Carlos Ranch. Photo by Jim Ziegler

off the Old Mission Trail, now Seventeen Mile Drive, which was then the only road running through the El Pescadero.

By contrast, Pacific Grove was a thriving, fashionable community in 1889. It was established as a small, summer religious encampment named Pacific Grove Retreat in 1875. Several religious denominations were represented among the property holders, and the Chautauqua Society held annual sessions there, making the name Pacific Grove as famous as San Francisco.

The entire 7,000 acre Punta de los Pinos land grant tract, which encompassed Pacific Grove, had previously been owned by David Jacks, but in 1889 the Punta de los Pinos tract was another addition to the Pacific Improvement Company's (PIC)

huge resort on the Pacific. A ramshackle Chinatown on the ocean at Pacific Grove housed the coolies imported by the PIC as a labor force.

David Jacks was a close competitor with the PIC for the "Octopus" title if real estate holdings in Monterey County alone are the only measure, since Jacks owned some 60,000 acres in the county, about 20,000 of which were located in the vicinity of Monterey. In 1889 Monterey was still just a sleepy little town of about 1,500 residents, and the entire population of Carmel Valley didn't number more than 250 people.

Centennial Flashbacks are continued on Pages 23-26

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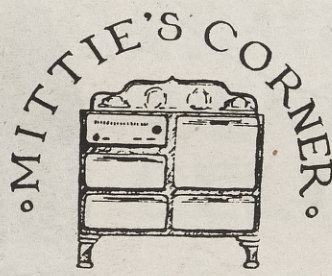
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Memories of Life on the Berta Ranch

By Mary Berta

John Berta moved to what is now the Berta Ranch in the upper Valley in 1887. John and his wife, Carmela, had thirteen children, two of whom, Leo and Lawrence, are still living on the property. What follows is Leo Berta's recollections of early life on the ranch and stories told by his parents.

John Berta raised Durham, dual-purpose cattle to provide both meat and milk. He had a dairy to make butter and cheese for shipment to San Francisco.

The dairy continued until a little after 1906. At the time of the 1906 earthquake in San Francisco, the milk that had been set out in pans to allow the cream to rise was shaken out of the pans. Butter was made by skimming off the cream and churning it by hand.

The family also made cheese, butchered their own hogs (using a huge, cast-iron pot to boil water to scald the dead pig before scraping it), made bacon and Boston butts.

Once a year they would make salami by grinding a mixture of beef and pork, mixing it with spices, forcing it into casings, and hanging it in the basement to age.

They also made beef jerky. They bought and canned lots of fruit, jams and jellies, raised some fruit and vegetables to eat fresh, and baked their own bread and biscuits.

On Sunday, the family would sometimes have a picnic, go in the spring wagon to visit the Piazzoni family, or another family would invite them to a barbecue.

Carmela Berta made a great deal of the clothing, using an old treadle machine. Food was cooked on a wood stove and water was heated on the stove. Clothes were, of course, washed by hand. Later on, there was a hand-worked washer with a push-pull lever.

The Berta children had to do morning and evening chores, before and after school, arising at about 5 or 6 a.m. As the cows were out in the fields, away from the

house, the children had to get the cows, milk them, and then separate the milk from the cream. They also had to tend the pigs, chop wood, and even prepare food for canning.

There was no electricity, only kerosene lamps. About 1920 they got carbide lamps. The carbide in a tank created a gas which was piped into the house for lighting. In the later 1920s, they had a battery radio. In the 1940s, they got a butane stove.

Until 1918, when they acquired their first car, they drove an open spring wagon pulled by two coach horses, at first to Monterey and later to Salinas. The driver sat on the right hand side of the front seat where the brake was located. There was a jockey box in the center of the front seat to hold small items.

They also had a larger wagon with a 12-foot bed for heavier loads, as they would sometimes take hogs to the slaughterhouse. The trip to Salinas in the larger wagon required from five to six hours one way. Whoever drove one of the wagons would remain in town overnight and return the following day with whatever supplies were needed.

Supplies had to be purchased before winter, because it was difficult to travel on the muddy roads. The dirt roads were also very curvy, because they followed the natural contours of the land.

The Berta family sold their cattle to buyers at the ranch, then drove them via horseback to slaughterhouses in Salinas or Monterey, or to the stockyards in Salinas, in order to be shipped by rail to San Francisco, Denver, or elsewhere. As fences were all along the road in those days, and there was hardly any traffic, there was no need to close the road. The family acquired Hereford cattle some time in the 1920s.

It was hard to raise grain in the old days, as it all had to be done by hand. The dry, ripe grain plant would be thrown on the ground, and the horses would stamp around a hay stack to separate the grain from the straw. Then, a pitchfork was used to separate the straw from the grain. Lastly, the grain was gathered and put through a hand-turned fanning mill to blow out the remainder of the chaff.

Continued on Page 15



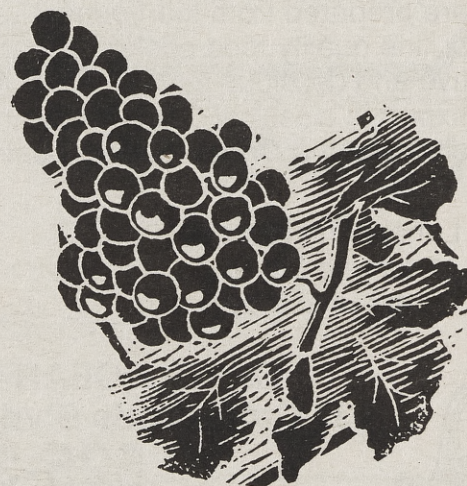
1927 PHOTO of the separator used in those days to thresh barley on the Berta Ranch. Standing in front is John Berta.



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James Meadows Jumped Ship in 1837

By Debbie Saxton

One family whose roots can be found deep within the annals of Carmel Valley history is the Meadows clan. Their heritage dates back to 1837, when James Meadows, a bawdy twenty-year-old seaman, first set foot on the Peninsula.

Originally from the small village of Croy Next to the Sea in Norfolk County, England, Meadows made his way to the Peninsula on a whaling ship. He disliked the treatment he received on board, and his independence and hot-temper spurred him to jump ship.

Since desertion was not looked upon favorably by the ship's captain, Meadows hid until the ship set sail without him. He went inland to Carmel Valley, where he was helped by an Indian family named Peralta. A quick friendship developed between Meadows and Domingo Peralta's family, which included his wife, Loretta, their children Madelena and Jacinta, and Loretta's father, Juan Onesimo.

James then bounced about the Peninsula as a vaquero on the Rancho El Sur. He hung out at the notorious Isaac Graham tavern, renowned for its deserters believed by the Mexican Government to be part of a group suspected of insurrection plans. In 1840 the government raided the tavern and arrested all foreigners. Meadows happened to be among them and was shipped off to Tepic for imprisonment.

It took the British consul over a year to obtain clemency for Meadows and some of the other prisoners, but in July of 1841, he was able to return to the Peninsula.

He discovered the family that had sheltered him had changed drastically. Domingo Peralta had been mysteriously found dead at the bottom of a gulch, and Loretta was contemplating giving up their lands to find work as a servant in Monterey.

Loretta and her husband, Domingo, had been given the land by the padres when the mission land was divided. Her father, Juan Onesimo, had worked to build the mission when he was a little boy, and Loretta herself had gained great favor with the padres. Before Domingo's death, they had been cultivating the land, growing crops to sell in Monterey, and trying to put enough funds aside to invest in cattle. They were, however, continuously tormented and threatened by the civil administrator who hoped to acquire the land for himself.

Loretta's problems were solved with the return of James Meadows, who married her in 1842 and assumed responsibility for her lands. Meadows became the laird of 4,592 acres between the Rancho Canada de la Segunda and Los Laureles. Described by modern day boundaries, the property started at the canyon opposite Quail Lodge and went three miles up the Valley road to a little canyon called Meadows Canyon that runs into Scarlett Road. The middle of the river, as it was in 1856, was the southern boundary, and the crest of the hills was the northern boundary.

Meadows and his new family built an adobe house near the river. That house was eventually moved to the bluff above Schulte Road after high floods in 1862.

Family life at the time centered around the black, cast iron stove in the kitchen. Days began at 5 a.m. It was the women's job to feed kinfolk as well as the hired help, which meant they were baking most of the day.

Most of the area was still a wilderness, and the Meadows homesite was one of the few signposts of civilization in an area where coyote, wildcats, deer and jackrabbits roamed the countryside.

With James Meadows in command, Domingo's wishes were finally realized:



ONE OF OLDEST HOMES IN CARMEL VALLEY, this home was built in 1880 for James Meadows' son, Eduardo. Photo was taken in 1882. Home has remained in the Meadows family and is now occupied by James' great-grandson, Harold Meadows. Remodeled over the years, the home still stands on north side of Carmel Valley Rd. opposite Martin's fruit stand. Photo from the Pat Hathaway Collection.

the land blossomed into a cattle ranch. In 1845 James applied for his own cattle brand. It was issued by John Augustus and granted Meadows exclusive life-time permission to use the brand, which is anchor-shaped and bears a cross in one ear and a notch in the other one. The original

brand registration from 144 years ago still hands on the living room wall in the Meadows Road home of the widow of James' great-grandson, Roy Meadows, Jr.

Many of the land barons in earlier times chose not to occupy their lands, but

Continued on Page 18

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Hatton Ranch Was Located Where Barnyard Is Now

Carmel Valley pioneer William Hatton was only 13 years old when he departed his native County Wicklow, in Ireland, and went to sea as an apprentice on a merchant ship. As an energetic and ambitious twenty-one year old, he arrived in California in 1870 and began working as a dairy apprentice on what was then the St. John's dairy ranch at the mouth of "el valle del Carmelo."

Within twenty years, Hatton either owned or managed most of the dairies and cattle ranches from what is now Highway 1 to past Carmel Valley Village.

The Hatton Ranch, where The Barnyard is now located, remained a Valley landmark until 1965, when the last building, the cheese barn, was razed to make room for the growing shopping area. It had served as the office for the shopping center development.

The 18-room Victorian mansion that William Hatton built in 1894, on a knoll overlooking the Valley, was also bulldozed and burned in 1965 to make way for

the Carmel Knolls residential development.

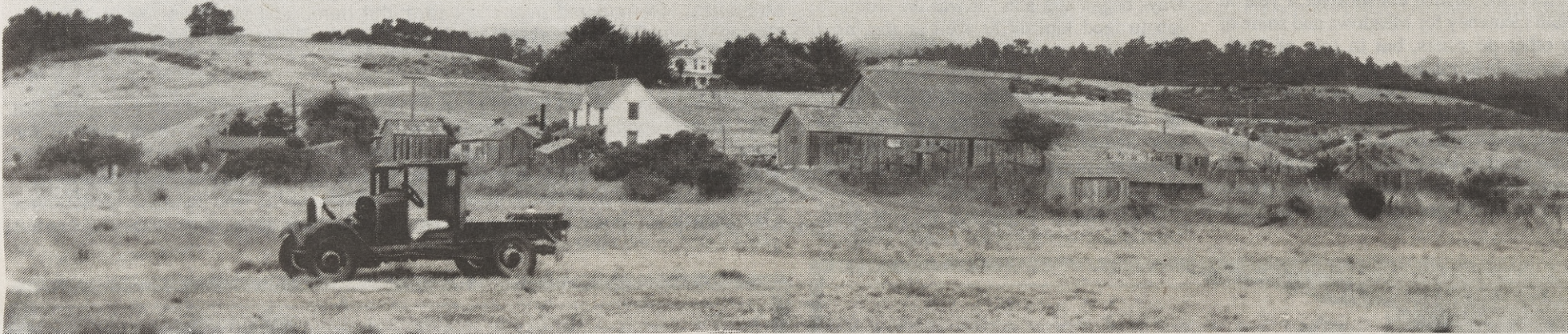
Hatton's untimely death in 1894, at age 45, just as his new home was being completed, was followed by the largest funeral procession that had ever been seen in Monterey. The Southern Pacific Railway ran a special train for persons who came from other cities to attend the funeral, and all businesses were closed during the services.

William and his wife, Kate, a gracious Southern hostess whom William had met in South Carolina during the Civil War, had nine children, seven of whom survived. Their descendants are still with us. Mrs. Howard Hatton, widow of the youngest Hatton child, passed away earlier this year at age 93. She had lived in Carmel Valley for 70 years. Two grandchildren, Mrs. Leonard Williams, daughter of Anna Hatton Martin, and Mrs. Willard Branson, the daughter of Howard Hatton, still live in Carmel Valley.



EIGHTEEN-ROOM VICTORIAN MANSION was one of the finest in Monterey County. It was the Hatton family home, built in 1894. It was burned down in 1965 as a training exercise for the fire department when the site was cleared for development of Carmel Knolls. Photo copy by Marcia DeVoe.

HATTON RANCH AT MOUTH OF CARMEL VALLEY, probably in the 1940s. The Barnyard is located here now. View is looking north toward Carmel Knolls. The Victorian home on the hill is the Hatton mansion that was razed in 1965 to make way for development of Carmel Knolls. Photo from the Pat Hathaway Collection.



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By Gary Breschini and Trudy Haversat
Archaeological Consulting

It's now been 100 years since Carmel Valley as we know it became an organized community. This 100 years may seem like a long time until you realize that Indians have probably been in the valley for 10,000 years.

Much of what we know about the prehistory of the valley is based on work in adjacent areas. There have been several large excavations on the Monterey Peninsula and in the Carmel Highlands which have contributed information on the Indians living in the area.

One of the reasons that we can fill in the prehistory of the valley from the adjacent coast is that we are dealing with the same people in both areas. The people at the time of contact are known as the Rumsen subdivision of the Costanoans, and are thought to be descended from an earlier people related to the Esselen, and the invading Penutians from the Central Valley.

The earliest inhabitants of the area left little evidence of their passing, and we have not yet been lucky enough to encounter their campsites or villages. These peoples were probably wandering big game hunters, and may have been here as long as 12,000 years ago, although these early dates are still being hotly debated in archaeological journals. By 10,000 years ago the people were becoming more sedentary. Several sites are known from this time period in Central California, the nearest of which is in Scotts Valley.

The people at this time generally settled near the major marshes. However, many of these marshy areas were a result of the cooler and wetter climate associated with the end of the last glacial period, and have long since dried up. For example, Lake San Benito, as it is now called, used to fill much of the area between Hollister and Gilroy. An archaeological site along the edge of the lake, near the town of Coyote to the north of Morgan Hill, may also date to nearly 10,000 years ago.

During the next several thousand years, the Indians gradually developed their technology and increased in numbers. In the process, they moved into many new environments. The steep coast of San Luis Obispo and northern Santa Barbara counties, for example, contains a number of sites between about 7,500 and 9,500 years in age. No sites from this time period are known from Monterey County. In part this is because of the drastic change in sea level when the glaciers melted. Between about 10,000 and 7,500 years ago, the sea

level rose nearly 300 feet, submerging any low-lying early coastal sites.

By about 5,300 years ago, the sea level was more stable, and sites created along the coast after that time stood a better chance of surviving to the present. We have obtained radiocarbon dates from at least four sites in the Highlands, Pebble Beach, and Monterey which date between 4,800 and 5,300 years ago. Currently the oldest date in the area is 5,330 years ago, obtained from a site in Pebble Beach. This begins what is called the Early Period in the Monterey Peninsula area.

During the Early Period, which lasted until about 2,400 years ago, the people lived in small villages and engaged in a seasonal round which took them from place to place as they followed the food resources. The areas which contained the best resources were used year after year, and gradually cultural deposits accumulated in the soil. These deposits, called sites, can be "read" through archaeological excavations.

Most of the Early Period sites which have been tested are small villages, probably occupied by no more than 10 to 20 individuals. It is likely that several such villages were occupied along the coast during much of the year. Recently, however, we conducted an excavation in downtown Monterey and discovered what must have been the main Early Period summer gathering village. Located near Fisherman's Wharf, this site contained about ten times as much material as any of the other Early Period villages. Perhaps 100-200 individuals who normally lived in the smaller villages came together during the summer and early fall for intensive fishing activities. Early Period winter villages could have been located in Carmel Valley, but these have not yet been tested. At the end of this period, most of these sites were abandoned and never occupied again.

Following the Early Period, advances in technology and increases in population led to changes in the way the Indians interacted with the environment. This is called the Middle Period, and lasted from about 2,300 to about 1,300 years ago. There are fewer villages, but each village was much larger. People still moved to the resources, but because they were exploiting specific resources more intensively, a series of specialized sites were formed where these processing activities were conducted. After initial processing, the resources were moved to the nearby village. One such

village, occupied during the fall and probably during the winter, is situated along the Carmel River not far from Carmel Valley Village.

The advances in the Indians' technology and population, which began during the Middle Period, continued into the Late Period (the last 1,300 or so years). It appears that there were only five major villages during this period, and all were located in Carmel Valley or adjacent inland areas. The Indians' technology had advanced to the point where the resources were being moved to the people, rather than the other way around. This permitted year-round occupation of the major village sites, with hunting or gathering parties travelling throughout the group's territory to the food sources. By this time, trade with other groups had also become very important. Unfortunately, we do not know the exact locations of all five of the Late Period villages; we have only vague mission records to guide us on at least two. None of these villages has been tested archaeologically, so we do not know a great deal about the people during most of this period.

The Late Period was interrupted by the coming of the Spanish explorers and missionaries. It appears that the Indians may have been going through a period of social

breakdown where the large villages were less important and people were moving around in small groups. This information, however, can only come from archaeological sites, as the incoming missionaries immediately banned as "pagan" the Indians' culture.

Within 25 years, virtually all of the Carmel Valley Indians had been coerced into the missions, which they were forbidden to leave. The poor diet, forced labor, and drastic change in lifestyle increased the Indians' susceptibility to disease, and the death rate soon greatly exceeded the birth rate. By the time Carmel Valley was founded, just 100 years ago, the Indian population had been reduced by perhaps 90 percent.

Beginning about 100 years ago, anthropologists began working with the descendants of the original Carmel Valley Indians, trying to rescue the remnants of their culture and language. They saved what they could, but today there are no longer any descendants who remember how it was "in the old days, before the White man came."

Archaeology is now our only tool for reading the past, and for learning about the first 10,000 years of Carmel Valley's history.



PLAQUE AT THE DESCANSO OAK along Carmel Valley Road was dedicated in 1953 to honor location where Indian carriers rested with their dead on the way to burial. Present at the dedication, when this picture was taken, were (left to right) Joe Hitchcock, Berthold Onesimo, Alex Onesimo, and an unidentified man (probably a Meadows). Plaque is on north side of Carmel Valley Road opposite Via Mallorca. Photo from Pat Hathaway Collection.

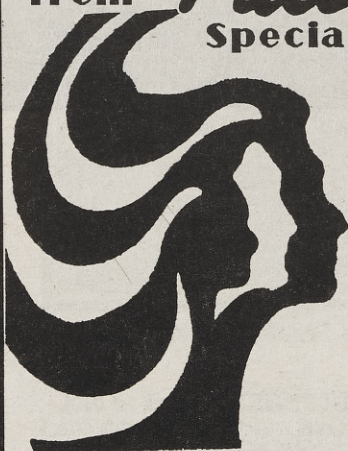


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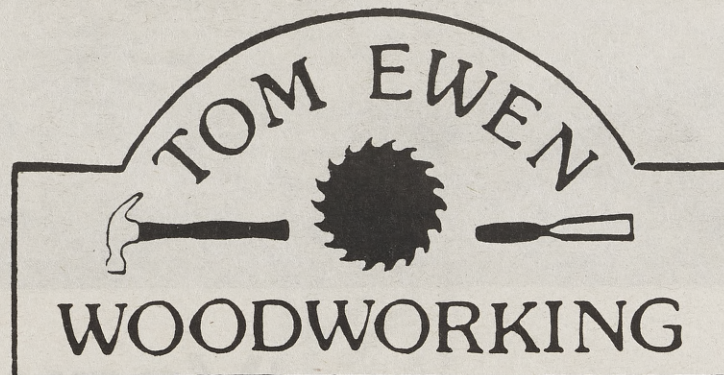


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Artist Paints California History

By J. Barry Smith

Jack Swanson is an artist who paints history. For 32 years, he has studied, painted, and sculpted the vaqueros, Indians, horses, wildlife, and plants of early California, Carmel Valley, and Cachagua.



Swanson's huge library of books on early California history is an essential tool for his art, as he painstakingly researches the historical accuracy of all his work. Special interests are the history of the Spanish era, in which Carmel Valley is rich, and the horsemanship of the vaqueros. For paintings of modern ranching, Jack Swanson works from first hand experience.

When he left military service, Swanson had one horse, one saddle, and one goal: to own his own ranch. He got that ranch in Oregon by sharing with his father and brother. Swanson would ride into Nevada, buy some wild horses, bring them back, break them for riding, and then sell them for profit. He bought the Whiffle Tree Ranch of Cachagua when land was still cheap. He traded some of his paintings for lumber from a lumber mill owner to build his new home.

Over the years he and his lovely wife, Sally, have completely developed his horse ranch into a beautiful, tasteful, exquisite example of California comfort and utility. There is the main house, maintenance outbuildings, garage, hay barn, corals, and artist's studio. The studio has a new tile floor, plenty of clear north light, and tall ceilings. The walls are decorated with examples of Jack's painting mixed with real models, including guns, a hackamore (a rawhide noseband), chaps, stirrups, and saddles. There is even a small corral inside the studio for a horse to model for the artist.

"I need three lifetimes to paint what I have in my head," Swanson says. He gets

his ideas from all sorts of stimulus, but mainly by living, studying history, and doing what he paints. He works with best quality oil paint on a gessoed (an acrylic paint with good tackiness) masonite panel. Each painting may take from two weeks to several months to complete. An average time might be four weeks of painting four hours a day.

Swanson got his start in painting at age four. He supplemented his income as a young man by doing sketches of horses at Bay Meadows for \$5 with a money back guarantee. He might return home with \$80 after a full day of painting. Swanson has a photographic memory and he was able to do each sketch after only a few seconds of looking at the horse.

Using this talent, he enjoyed teaching others how to paint horses at a seminar called



"Anatomy of Horses in Action," at the Cowboy Artists Museum in Kerrville, Texas. Many of his students would start at a detail such as the ear and work out from there.

Swanson taught the right way which is to know anatomy, see the total horse, draw the shoulder, the rib cage, the neck, the legs, and then fill in the details.

Swanson has a love of animals and it shows in the way he treats them. His two border collies are devoted to him and are constantly aware of his wishes. "I kick them in the butt when they get in my way," he jokes. His many horses all are eager for him to ride them. The three turkeys he is raising are always underfoot. He has raised foxes, owls, and geese. When reaching maturity each of the raised animals went off with its wild counterparts.

When describing his paintings, it is appar-



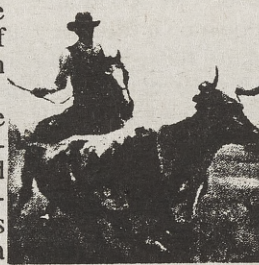
OLD TULARCITOS SCHOOL was in the background as the Berta children posed for this picture in about 1923. From left to right, the children are Frances Wilmot, Anne Berta, Ruth Wilmot, and the Berta boys — Patrick, Lawrence and Leo. This school building was taken down and moved to Jamesburg, where it became a home. A new school was constructed on the same site, just east of the Russell Ranch, in about 1929.

ent how much research goes into them. For Swanson to paint an article such as a stirrup on a saddle for an historical painting, the subject must be explored for authenticity and appropriateness. He asks, does it look like a real stirrup and would that rider have had that kind of stirrup on that kind of horse doing that kind of job in that year in that area?

Because of the exhaustive research done and the minute attention to detail, his paintings have a

look that is just right, that is, they look natural. A layman can't explain why, but the subjects in the painting look real. There is also evidence of love in the descriptions that Jack gives to his art. He really looks forward to the next one and talks about how much fun it will be to paint a challenging shadow scene of sunlight filtering through oaks onto a horse's back.

An upcoming large painting (four feet by three feet) will be of a buck lying, quietly but alertly, under a ledge as two vaqueros ride by overhead. The whole painting comes alive as Jack describes it. The magic is transferring that scene from inside his head onto the masonite.



'Vaquero Sport'

by J. N. Swanson, C.A.
Limited Edition Print

Roping a Grizzly, Rio Carmelo Beach, 1830. This and other J. N. Swanson prints may be purchased at A Country Place Restaurant, West Carmel Valley Village; Hudson & Co., The Barnyard; and Who's Who in Art, Carmel. \$150 + tax, unframed. Phone 659-2616 for information.

Lambert Family: Hardy And Independent Pioneers

By Bill Lambert
As told to John Anderson

My people came to this area back about 1856. They were whalers from Martha's Vineyard. Captain Thomas Lambert and his brother, William H. Lambert, who was my grandfather, used to come from the East Coast to the West Coast on whaling expeditions.

Coming around Cape Horn, their masts would be broken by the storms. They then sailed up to Big Sur to cut the Santa Lucia silver fir for new masts, as these were the tallest and straightest trees. They also got fresh water and game to replenish their stores.

On one of these expeditions when they were in Monterey Bay, they decided to retire from whaling so they sold the boat to the crew members. Captain Thomas Lambert became harbor master in Monterey and lived in the Custom House for many years.

My grandfather, William H. Lambert, fell in love with Sarah Bodfish, daughter of the Pacific Grove lighthouse keeper. After they married, they sailed a boat down the coast and went in at the Big Sur River, where Molera Park is now. The area had not yet been settled, so they just walked in along the river, found a nice spot, and built a house in the center of what is now Pfeiffer State Park.

They raised cattle, grew vegetables, made salted butter, and killed deer and jerked the venison. They would put up a flag at the mouth of the river to signal passing ships that they had something to sell, or that they wanted to trade or buy items that the ship had.

When my father was about to be born, there was no one around to help with the delivery. My grandmother rode a horse up to the Pacific Grove lighthouse, where her people were, and that is where my father was born.

After my grandfather and grandmother had been there for about 15 years, that must have been in the early 1870s, the area was opened for homesteading and other people started coming in. Indians and homesteaders used to steal his cattle. They sold their squatters rights for \$500 and went up to Point Lobos, where they started a dairy.

A couple years later they moved again, buying a ranch in Corral de Tierra next to the Gordon ranch. My father later married the Gordon girl. The Gordon ranch had a natural corral formed by high stone walls. People could drive their cattle in there with only a couple guys guarding the opening. That's how Corral de Tierra got its name.

Berta Ranch *Continued from Page 10*

Later on, they hauled the barley bundles on a horse-drawn wagon to take them to a separator, which had a gasoline motor to drive the machinery. The Bertas used to go to other ranches to thresh barley, and in the later 1940s, they bought a harvester and harvested grain for others as well as themselves.

The family raised many of their own horses, that is, the large work horses such as Percheron, Belgian, and Clydesdale. Six would be used to pull the plow, hitched together three in front and three behind. To pull the big wagon bought from Joe Wolter, that was used to haul hay and barley, they would use four or five horses, three in front and two behind. For cattle herding, mostly quarterhorses were preferred.

Because they were needed to work on the ranch, the Berta children attended school only through the eighth grade. Cousin Herman went to Tularcitos School when it was located near Laureles Grade, but all the other Berta children attended Tularcitos School when it was just beyond the Rus-

sell Ranch (now Stonepine). That school building was torn apart and moved to Jamesburg just beyond the Blomquist Ranch, where it was made into a home. A new Tularcitos School was built on the same site, by the Russell Ranch, probably in the spring of 1929.

Yearly attendance at the school had to average five children or the school could not remain open. Some children were here for only part of the year. At the end of the school year, there was always entertainment and the trustees would hand out diplomas for the eighth grade graduates. John Berta was the clerk of the trustees and wrote the checks.

Finally, there are family stories about the Tassajara stage. It ran until the early 1900s. It usually used four horses, but needed six to pull the coach over Chew's Ridge. Whitlock's (later K.D. Mathiot's) was one place where the horses were exchanged, and another was at Lambert's. Carmela Berta and some of the older children traveled to Tassajara Springs via the stagecoach. At the steepest parts, they had to get out and walk to relieve the horses.



BILL LAMBERT says "it was a sad day when they repealed Prohibition." Photo courtesy of Carmel Valley History Society.

The Gordons grew a lot of watermelons and tomatoes and had the first ketchup factory in the area. To make the ketchup, they boiled the tomatoes and added things to them. I can still remember that smell.

My father and mother split when I was about four, and she went to live in Oakland. At first, I stayed with my father. I went to school in the little schoolhouse off Cachagua Road. There were just two girls and me, as there weren't many people up here then.

My father and the Monterey County Sheriff bought a lot of property together. They owned what is now known as the Featherbow Ranch. The Chews who lived in Miller Canyon were pretty old, so they also sold their place to my dad. It included the area known as the Caves, so my dad owned that for about thirty years. He also owned Pine Valley before he sold it to Hearst, who later traded it to the Forest Service for some other land. The sheriff was shot and killed by rum runners in Moss Landing.

During the depression, people with money came up here buying places, so there were only a few natives left. Charles Crocker stayed with us when he was looking at land. I had to go along to jump down and open any gates we came to. I had to laugh at Crocker, because he wore a suit, tie, vest, low shoes, and a round hard hat. I had never seen anyone dressed like that. Crocker bought the Russell Ranch, which is now Stonepine, and the Parrott Ranch.

One day my old man came around the bend and found nothing but smoldering ashes. Our house had burned to the ground. A bunch of cowboys helped him rebuild, and that's why there isn't a square room in the house. They didn't trust each other, and each one was doing things his own way. That's the house that is there

now, known as the Lambert Ranch.

After the fifth grade, I had to go to Oakland to live with my mother and go to school there, but spent summers here. The city kids didn't accept me very well. They laughed at how I dressed and the way I talked. I graduated from grammar school there and was glad to get back here.

I went to high school in Salinas and met my wife-to-be there. After we graduated, she went away to college so we got married later on. She was the one with brains in the family. Any good idea I ever had I realized she had it first and prompted me to it. We were married just a month short of fifty years before she passed away.

My dad used to take a wagon into town, and I'd wait up when I knew he was coming home because he always brought me jelly beans. One day when we were at Featherbow, my dad went to town in a wagon and came back with a car. He had bought a Studebaker and had had only fifteen minutes instruction in how to drive it. Because there was no fuel pump, we sometimes had to back it up steep hills; that's the only way the gas would flow from the tank to the engine.

We chased a dollar any way we could, be it raising cattle or moonshining whiskey. During prohibition we sold moonshine whiskey to the finest people in Salinas—judges, padres, church-going people. We got \$20 a gallon for it, because it was so pure. The ranch flourished then. It was a sad day when they repealed prohibition.

About 1940 I started a dude ranch down where the buildings are now. I ran that for about fifteen years. It was a good business, and we made good money, but our children didn't like it. It was hard to get out of the business, because there was so much repeat business. People who had come here as kids would want to come back with their own kids.

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Robles del Rio Lodge and

Overlooking the 'Pa



The Lodge has retained its wooded ambience, but the trees are larger than they were when this picture was taken in the forties.



The "water waiter" assured guests of full service no matter where they may be.



The Lodge formerly provided guests with all meals (Full American Plan). Today, the Lodge serves an extended Continental Breakfast, and the award-winning Ridge Restaurant offers elegant dining on the premises with the same breath-taking views.

Robles del Rio Lodge has recorded many firsts. It was the first lodge in Carmel Valley, had the first restaurant in the Valley, the first liquor license in the Valley, and it offered the first movie theater in the Valley. It was the center of Valley social life for many years. It still ranks first in the hearts of many long-time Valley residents as a local meeting place.

The lodge dates back to the mid-1920s, when Frank Porter, an enterprising businessman from Salinas, purchased 600 acres of what had been part of the Rancho Los Laureles Land Grant. He named his new property Robles del Rio, meaning River Oaks in Spanish. The first guests at the Lodge arrived in 1928.

Robles del Rio was the first development in what was then, in the twenties, a remote and still relatively wild Carmel Valley. What is now known as Carmel Valley Village didn't exist at that time. Frank Porter was an experienced land developer. He had already developed the attractive Maple Park area of Salinas.

Porter's concept for Robles del Rio was to develop it into small lots suitable for vacation retreats. The 75 x 150 foot lots cost \$90. The building now known as Rosie's Cracker Barrel was first built as the sales office for the Robles del Rio subdivision.

To attract potential buyers, the development included Club Robles del Rio with a 9-hole golf course, large swimming pool, a tennis court, stables, social hall, rooming accommodations, restaurant and cantina. The Club provided potential buyers of lots on the beautiful mountainside with a relaxing and entertaining stay at the comfortable lodge.

Sales went slowly for a time. The stock



The official Robles del Rio Alumni Association meeting in such a grand time together that they formed an "alumni as

and the Ridge Restaurant

the 'Pastures of Heaven'

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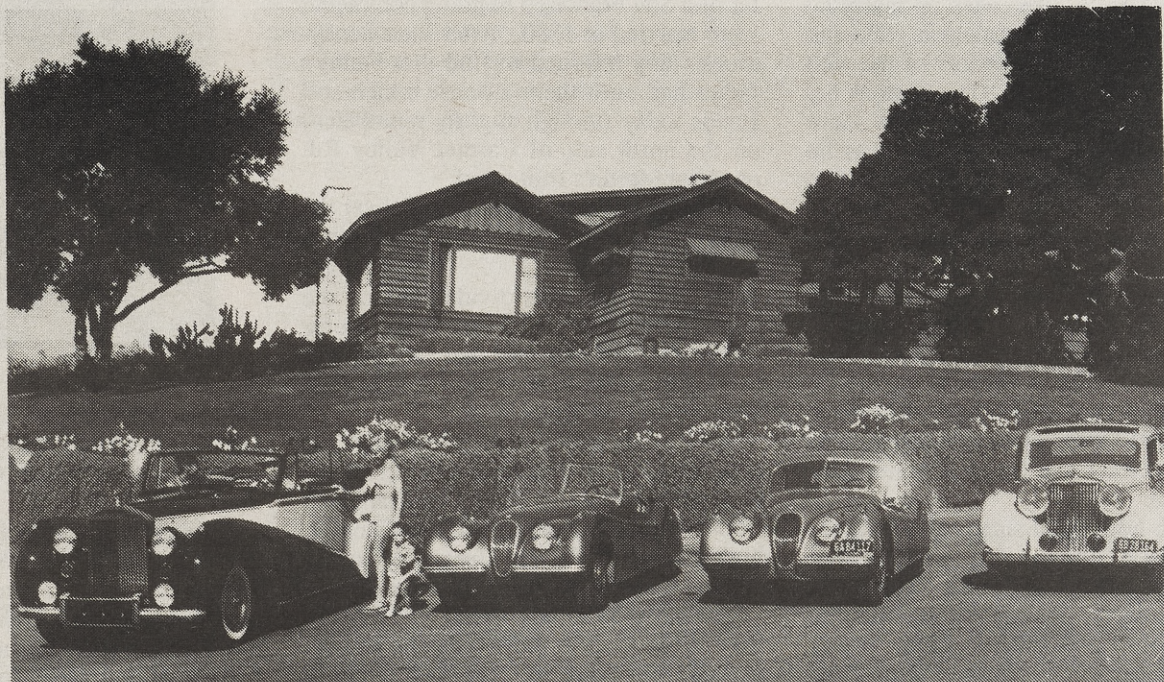
market crashed, and the Great Depression began in 1929. Nonetheless, weekend cabins slowly appeared and were then followed by houses.

What started as Club Robles del Rio became Robles del Rio Inn and then, later, Robles del Rio Lodge. William Wood bought the lodge from the Porters in 1939. He and his wife, Kathleen, operated it for 40 years as a hotel. All facilities of the lodge were maintained, except the golf course was discontinued.

Bill Wood received training in hotel management from his father, who owned a hotel in Vancouver. He also attended Cornell University Hotel School. Many of his Cornell classmates in later years vacationed at the lodge. Bill Bailey, First Executive Vice President of Marriott Hotels, got some of his early training at the lodge under Bill Wood's supervision. Tom Oliver, current President of Pebble Beach Company, also got his start at Robles del Rio Lodge.

Since 1985, the lodge has been owned by the Gurries family. Glen Gurries, General Manager of the lodge, Adreena, his wife and head bookkeeper, and their three children live on the property. This ensures close supervision of the entire operation. Although all of the accommodations have been refurbished under Yolanda Gurries' watchful eye, the lodge has maintained its original charm and 1920s atmosphere.

The Ridge Restaurant on the premises is owned and managed by Daniel Barduzzi, formerly of The Lodge at Pebble Beach and Highlands Inn. From its perch 1,000 feet above the Village, the Ridge offers gourmet dining with spectacular views of the valley that John Steinbeck called "The Pastures of Heaven."



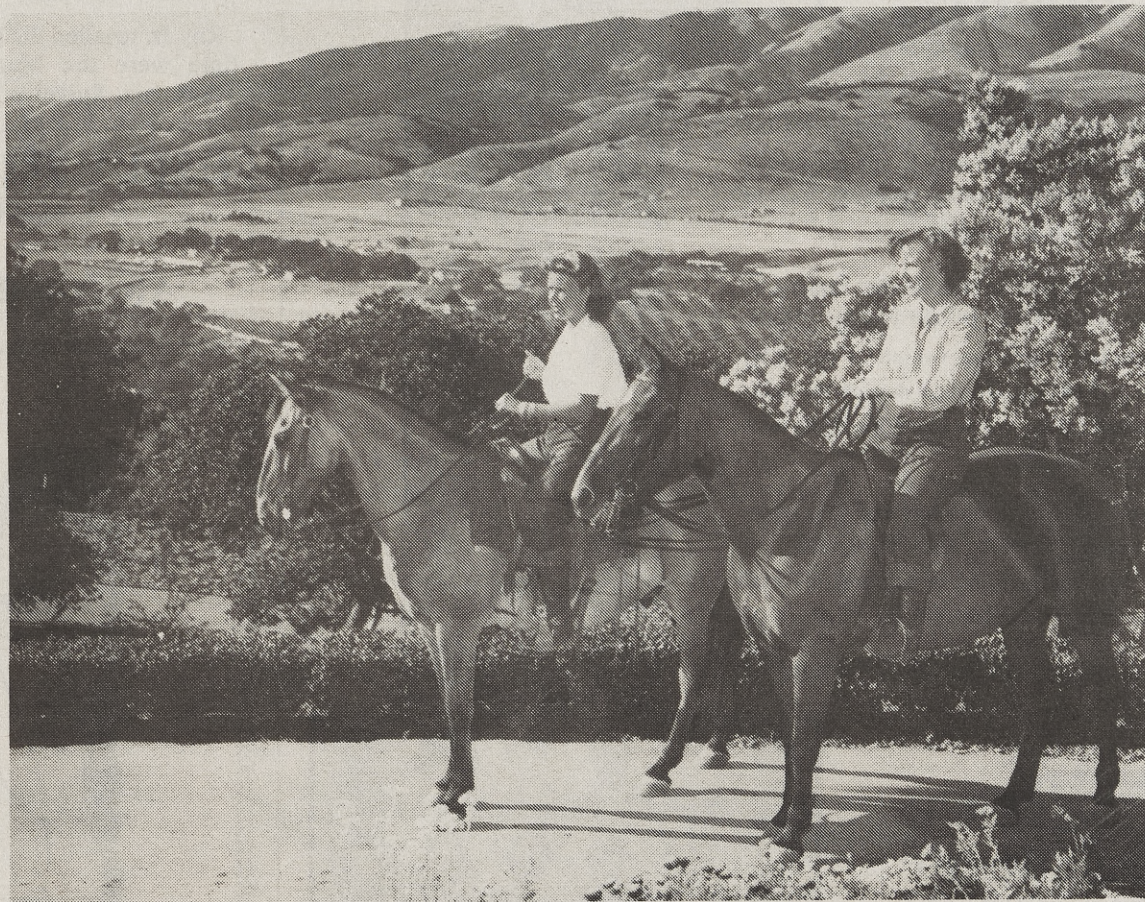
Visits to the Lodge are a long-standing tradition for many who come to the Peninsula for the annual Concours d'Elegance.



Aerial view of the Lodge taken in March, 1947, with fewer buildings and showing that the road was unpaved.



Association meeting in about 1950. Early guests at the Lodge had formed an "alumni association" to organize annual return visits.



View from the Lodge shows the Valley floor in the early 1940s, before the Village was developed. The airport strip is barely visible in the center background, with no development at all anywhere near it. The Village is almost non-existent, recognizable only by the oak trees lining Carmel Valley Road.

Meadows Family *Continued from Page 11*

shortly after James and Loretta were married their family began to grow, as did the surrounding population. One of the early settlers was Isaac Hitchcock, a retired military man. He bought a piece of land in the area and became acquainted with the Meadows family. He ended up marrying James' step-daughter Madalena. She and Hitchcock were the ancestors of the well loved Joe Hitchcock, Jr. The Hattons became neighbors in 1888 when William Hatton was hired to manage the Rancho Canada de la Segunda and Rancho Los Laureles.

With the expanding population came a comradie among neighbors. They worked hard, often helping each other, and had many celebrations. As Roy Meadows, Jr. recalled from stories handed down by his family, it was a very social group. Most celebrations were held in the homes until around 1890, when they decided to combine efforts and build a community club house.

The club house still stands at the corner of Robinson Canyon Rd. and Carmel Valley Rd. east of the Farm Center. In the early days, it was known as the Carmel Social and Athletic Club. It was the site of great festivities and many civic meetings. Roy Jr., James' great-grandson, was the last president of the club.

Though traces of his ill-temper remained with James, most knew him for his generosity. He aided many on their way to success and was always ready to lend a hand, money, or advice. He donated land for the first Carmelo school and also provided the building, furniture, and hired the first teachers.

James wanted the school built primarily for his children, Isabella, Eduardo, Frank, James and Thomas. Isabella, born in 1846, was the last living person to know the Costanoan Indian language and spent the last years of her life recording it with the Smithsonian Institution.

Among the first teachers at Carmelo

were Edward Berwick, who later led the valley ranchers to new agricultural heights, and Fanny Eyres, who eventually became a Meadows when she married Eduardo.

Eduardo and Fanny, who was the daughter of a San Francisco building contractor, were married in 1880. After their honeymoon, they returned to find that Fanny's father had built them a house which still stands today (though slightly remodeled) on the north side of Carmel Valley Rd. opposite Martin's fruit stand.

As the oldest son, Eduardo took over the ranch at the turn of the century and ran it until James died in 1902. Upon James' death, the estate was divided among the heirs. Most of the heirs lost their land for not paying interest on loans or property taxes. Eduardo's family are the only ones who retained their property.

Though Eduardo died at an early age, he and Fanny ended up having three children. Roy, Sr. was born in 1886. He graduated from Carmelo School in 1902 and went to high school in Pacific Grove, where he met his future bride, Rena Beaverton.

Convinced by family friend Ray Martin, Roy began to farm the acreage he had inherited from Eduardo. Although living in Pacific Grove, he would hitch his horse to his wagon and make the three hour journey out to the Valley. Six months after Roy Jr. was born in 1910, Roy Sr. packed up the family and moved them to the Valley.

Following the trend of other landowners in the area, it was in 1912 that Roy Sr., with the help of Alejandro Onesimo, great-nephew of Roy's grandmother Loretta, cleared the land of sycamores and set out rows of young pear trees. Pears in the Valley had prospered after the initial attempts made by James Berwick. Early on when Berwick came to the Valley, he purchased 120 acres from James Meadows, which was the only land James ever sold. Berwick's intention was to conduct agri-



The Onesimo Family

cultural experiments. He had learned from Loretta Onesimo Peralta Meadows of pear orchards that were part of the mission gardens.

Cuttings for the pears had originally been brought to the Peninsula by Father Lasuen in 1795. Berwick took the lead in developing the pear orchards, and others in the Valley followed suit. Soon Carmel Valley gained fame for its Nelis pears, which were shipped worldwide.

Roy Sr. organized the various orchards and started the Carmel Valley Fruit Growers Association in 1920. At the time, he was also president of the Meadows Packing house, where he directed shipment of fruit through the California Fruit Exchange. The pear orchards were by far the most successful, and newspaper articles of 1928 and 1929 boasted of high yields. In 1939, faced with the loss of foreign markets due to World War II, the industry began to decline. Roy eventually removed his entire orchard.

Life in those days was a far cry from our modern conveniences. Roy Jr. shared memories of his early years with the *Carmel Valley Sun* during an interview in 1984.

Roy said his mother spent her days on the ranch doing the washing (by hand) and cooking. She had to turn out three meals a day on a wood stove. It was quite a chore keeping the stove fired up, for the task was an all day event. One story he tells was right after the family moved to the ranch. "When mom moved out there, she never saw another woman for six weeks. There were hardly any people, you see. She finally saw a buggy come up the road, and she just raced down to see what some ladies looked like, and it happened to be some of the Berwick group," said Roy Jr.

Roy Jr. recalled the neighbors during the time were the Martins, the Wolters, Tomasinis, Snivelys, Berwicks, Hattons,

and Stewarts. They were for the most part a cooperative bunch. There was, however, "a great jealousy between the upper Valley folk and the lower Valley folk," explained Roy Jr., who said the sign at the mouth of the valley ("You are now entering Carmel Valley") was first put up by the Schultes and the Berwicks because they wanted people to know just where Carmel Valley really started.

Roy felt very fortunate to have the neighbors he did while he was growing up. "They were very honest people and wouldn't cheat or do anything. If they were selling you something, it was top notch quality," said Roy.

Tasks for a growing boy on the Meadows property varied, since there were pear orchards to tend, cattle to raise, chalk rock to mine, oak firewood to cut, and hay to be raised and bundled. A particular task for Roy as a young lad was catching gophers. All the neighbors had kids catching gophers and paid them five cents a gopher. Roy recalls one year he earned a whopping \$25. In later years, that prompted him to name his home "Gopher-Broke."

According to Roy, the river never dried up in those days, and nowadays the river isn't half as dangerous as it used to be. "Newcomers talk about high water, but they haven't even seen it," said Roy.

Part of the Meadows land still remains in the family, and Roy, Jr.'s brother Harold still lives in the house built for Fanny and Eduardo. Many Meadows descendants still live in the Valley. Roy, Jr.'s widow still lives, appropriately, on Meadows Road, with the "Gopher-Broke" sign still posted in front. And, of course, we see signs of the Meadows family's long Valley heritage all over—Meadows Road, Meadows Place, Meadows Canyon.

Editor's Note: This is a slightly edited and shortened version of an article that first appeared in the Carmel Valley Sun on Aug. 8, 1984.

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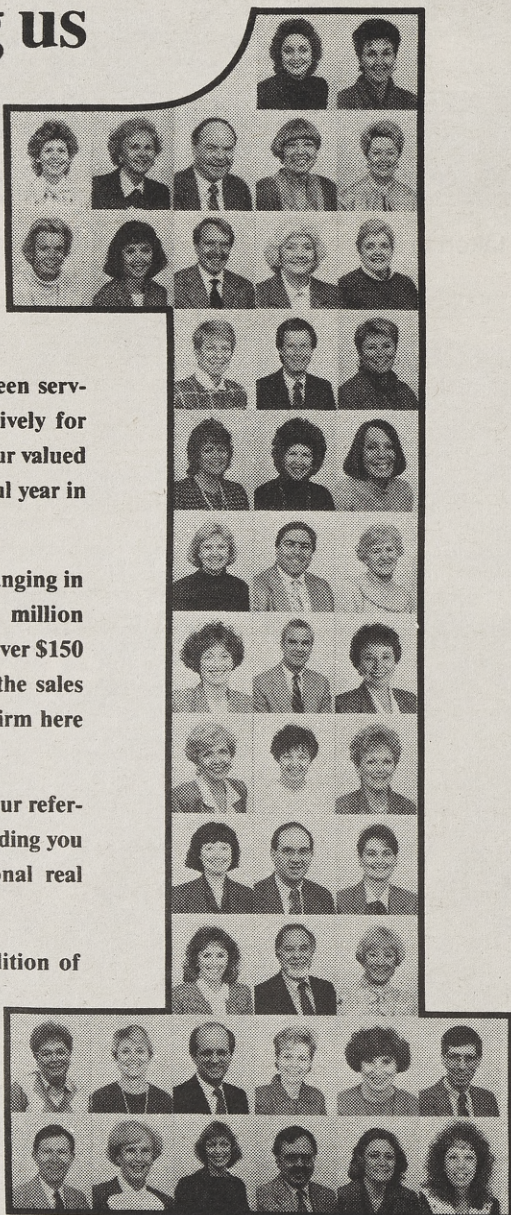
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Six Generations of Family Ownership at Rancho Chupinos

By Dick Heuer

Little Bryan and Robert Ferrasci, grandsons of Bob and Betty Wilson, are the sixth generation of the same family to live on the land that is now Rancho Chupinos. It was their great-great-grandfather, Alberto Trescony, who purchased the Rancho Tularcitos in 1880.

Before white settlers came to the Chupinos Creek area, it was inhabited by Indians and whales. WHALES? Yes, Bob Wilson has found fossil whale bones on the ranch, witness to the immense geological forces that have raised and shaped Carmel Valley over the ages.

Also found in the fields have been grinding stones, rollers, abalone shells and a few arrowheads, mute testimony to Indian encampments along Chupinos Creek.

The original 26,581 acre Rancho Tularcitos land grant to Raphael Gomez in 1834 has long since been divided. In addition to Rancho Chupinos, major parcels of that grant with names we recognize today include Tularcitos (Marble) Ranch, Rana Creek Ranch, Berta Ranch, Douglas Ranch, Blomquist Ranch, Carmel Ranch Co., Violini Ranch, Stonepine (former Russell Ranch), and the Los Tulares, Sleepy Hollow and Willow Ranch subdivisions.

Bob Wilson's mother, Ynez Wilson, inherited a portion of the Rancho Tularcitos before she was even born. When her grandfather, Alberto Trescony, died in 1892, he did not leave his land holdings to his children. He left them to his grandchildren, including those yet to be born. This avoided a generation of inheritance tax.

At the time of his death, Trescony still owned 14,500 acres of the original Rancho Tularcitos as well as three land grants in the southern Salinas Valley. He had three children, Teresa, Rosa, and Julius Albert.

Teresa Trescony Johnson's children, including Ynez Wilson, Bob's mother, inherited Rancho Chupinos. Rosa Trescony Cristal's children received the portion that was later acquired by the Marble family. Julius' offspring took title to the Salinas Valley properties.

Alberto Trescony has an interesting history, the epitome of a successful entrepreneur adapting to changing economic conditions. He has been described as "the first major Italian agricultural entrepreneur in California, and one of the first Italians to have a significant influence on the state's economic development."

Born in northern Italy about 1812, Trescony first migrated to Paris when in his early teens. After learning the tin-smithing trade, he emigrated to New York in the late 1830s, making his way via Memphis, New Orleans, and Mexico to Monterey in 1842.

In Monterey, he was practicing the tin-smithing trade when the Gold Rush brought a booming demand for miner's pans and other equipment. He also had a

general merchandise store and a saloon. In 1849, he built the Washington Hotel in Monterey, which became a widely celebrated stopping place for delegates to the California constitutional convention that year. He was involved in the unsuccessful search for coal in Monterey County.

It was in agriculture that Trescony achieved his greatest success. His major landholdings outside the town of Monterey began with his purchase of Rancho San Lucas in southern Salinas Valley in 1862. By 1876, his flock of sheep numbered 25,000, and "Trescony Barley" had an international reputation.

Trescony would buy landholdings from families that had exhausted their resources trying to defend the title to their land. This was a fairly common occurrence at the time. Many titles under Mexican land grants had not been established by the American courts, and many people encumbered their land with liens that tended to produce litigation.

The Tularcitos grant was very troublesome in the courts. Trescony obtained 10,000 acres of the Tularcitos grant through foreclosure on the previous owner, A. J. Ogletree. Ogletree owed Trescony \$37,309, part of which had been lent to Ogletree to pay property taxes.

Because Ogletree had encumbered the property with so many easements, and the heirs of the previous owner were still making claims, it took eight years of litigation before Trescony received a clear title. Trescony later bought other portions of the original Tularcitos grant, to make a total holding of over 22,000 acres.

According to an historical study of Alberto Trescony received from Bob Wilson (date and author of the study not listed): "Much of the Tularcitos was rented to ranchers who paid yearly rentals of 25 to 50 cents per acre. Some of the leaseholds were quite large (3,000 to 11,600 acres) while others were only around 700 to 800 acres. Trescony did not retain all of the Tularcitos, and had sold off about one-half by 1888. These sales were of parcels of from 322 to 14,175 acres and were made with nominal down payments with notes or mortgages at 8 to 10 percent being accepted by Trescony for the balances..."

"The land not sold or leased was used by Trescony for grazing and dairy purposes. Ogletree had established a dairy employing some 30 Chinese as cowherds, milkers, and dairymen; the principal product of which was butter which was packed in firkins and shipped to San Francisco. Ac-

cording to J. A. Trescony, Albert's son, the Chinese were very good dairymen in that they were clean and fastidious and very gentle with the cows.

"Trescony retained the dairying operation after securing the Tularcitos; although to do so, he had to pay the Chinese some \$6,000 in back wages. However, he was not able to continue in dairying, since his neighbors protested his use of Chinese workmen during the Kearney-inspired anti-Chinese excitement after 1879 and threatened to burn down the ranch buildings if he didn't fire the Chinese. He was sorry to let them go, since they were good workers and, in some cases, outstanding cowboys and teamsters. Moreover, their wages were quite nominal (only \$25-30 per month plus food) and they raised most of their food themselves."

Rent for \$165

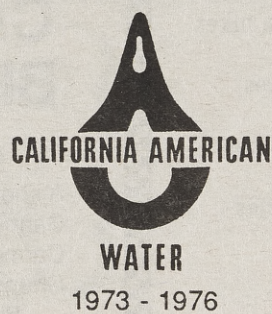
"Rental houses are in great demand (in Carmel Valley) and almost unobtainable during the summer," the *San Francisco Examiner* reported in an article on the Valley in October, 1958. "When one can be found, rents would range from about \$165 for a two bedroom home up to \$400 or more for one with a swimming pool."



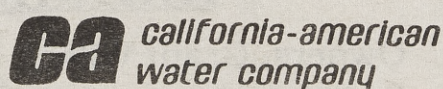
FIRST POST OFFICE was in the old milkhouse for Rancho Los Laureles. Earliest available picture of the building is this 1940s photograph by George Seideneck. Building is now the Iron Kettle Restaurant. Photo courtesy of Carmel Valley History Society.



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Geological History

100 Years Is the Blink Of a Geological Eyelid

By Robert Greenwood

One hundred years of organized settlement in Carmel Valley is just the blink of a geological eyelash.

Just as these past hundred years represent only a small fraction of human history in general, so, too, the geologic history of Carmel Valley represents less than 3 percent of the planet Earth's geologic time scale. We are geologically young, as well as historically young, because we live on a part of the Earth where massive continental plates are moving so actively that all records of the earliest times have been erased.

The geological history of Carmel Valley has two different, yet overlapping aspects. First, it is the story of rock formations, most of which were here long before any valley existed. Secondly, and much later, erosion carved and fashioned the landforms, the valley, and its surrounding hills.

These geologic changes took place on a moving platform. Nearly all of Monterey County lies of what is called the Salinian Block, a slice of the Earth's crust which for millions of years has been moving northwards relative to the continental mass east of the San Andreas fault.

The oldest rocks in the Valley, the granitic complex (granite) formed 10 miles or more below the surface of the Salinian block, by melting and/or digestion of still older rocks, roughly 100 million years ago. Long periods of uplift and erosion then brought these rocks to the light of day. By about 50 million years ago, they

had become widely exposed, much as we see them today. At what is now Point Lobos, they were covered again by the Carmelo formation, a conglomerate of volcanic boulders. The origin of these volcanic boulders is one of our local mysteries. Perhaps the source is now beneath the ocean, somewhere off Mendocino?

In Carmel Valley, the oldest sedimentary formation covering the granites is called the Robinson Canyon member of the Chamisal formation. It forms the Palisades in Garland Park, and excellent exposures of it can be seen along Robinson Canyon Rd. This is what optimists seeking water for the Carmel Valley Ranch development a few years ago called the "Tularcitos aquifer."

If you could travel back 25 million years in time, you would see a hilly landscape of granitic rocks, with river valleys filling up with gravel and sand that had eroded from the surrounding granite.

As they increased in extent and thickness, these sediments gradually hardened into rock. The landmass sank beneath the ocean, and marine sands containing clam and mussel shells were deposited above the Robinson Canyon beds to a thickness of several hundred feet. They have been named the Los Tularcitos member of the Chamisal.

The Valley itself was formed by erosion during the last few million years. The Valley is apparently not the product of faulting, as the various fault systems trend in a northwesterly direction, oblique to the



FOLDED BEDS of Monterey Shale by Miramonte Road at Rancho Fiesta

middle and lower Valley.

The Carmel River has gradually deepened the Valley, and also widened it by changing course and cutting its banks. Boulders that filled ancient beds of the Carmel River can be seen at many places, especially on the north slopes of the Valley, such as at the highway crest east of Mid Valley Shopping Center. These beds are the so called Terrace Gravels, or Older Alluvium.

The carving out of Carmel Valley during the past two million years was complicated by the Ice Ages. Successive advances of the vast continental ice sheets removed water from the world's oceans. As a result, sea level around 40,000 years ago was perhaps 400 feet lower than it is today. Shore lines were farther out, rivers had steeper gradients, and the rivers cut their valleys faster and deeper. It was probably at that stage, with the Valley at its deepest, that major landslide areas developed on the south side of Mid Valley.

As the ice sheets retreated and sea level rose again, the lower reaches of coastal valleys became clogged with sediment. This formed the Carmel Valley aquifer which has become the major storehouse of water for the Monterey Peninsula. It also formed the fertile farmland and wide, flat, floodplain of the Lower Valley.

As a geologist, I believe an awareness of the immense span of time it has taken to create our natural resources should make us all the more conscious of the need to conserve them for future generations.

Remember that faulting was also displacing huge blocks of the Earth's crust, so that what was once a river valley or seabed may now be a mountain top. All this took place during the Miocene epoch. How do we know that? Miocene rocks in Southern California have yielded a lot of oil, and petroleum geologists have subdivided them into time stages based on the evolution of microscopic animals called foraminifera. We have no oil here, but we do have the "forams" to help us decipher the sedimentary sequences.

About the same time, the local scene was enlivened by eruptions and explosions of basaltic lava. These are the black rocks you clamber over at either end of Carmel Beach. They are also found around the west end of Schulte Road.

Later in the Miocene epoch, with most of the Peninsula below sea level, we acquired our most abundant and distinctive geologic unit, the Monterey formation, which is often called "shale" or (incorrectly) "chalk rock." Most of it is a silty mudstone containing the remains of abundant diatoms, with occasional layers of volcanic ash deposits.

This thinly stratified Monterey formation, which originally was perhaps 2,000 feet thick, has been folded and crumpled by compression between moving fault blocks. A combination of faulting, folding, and regional uplift has raised these Miocene formations, and erosion has created the landforms we see today.

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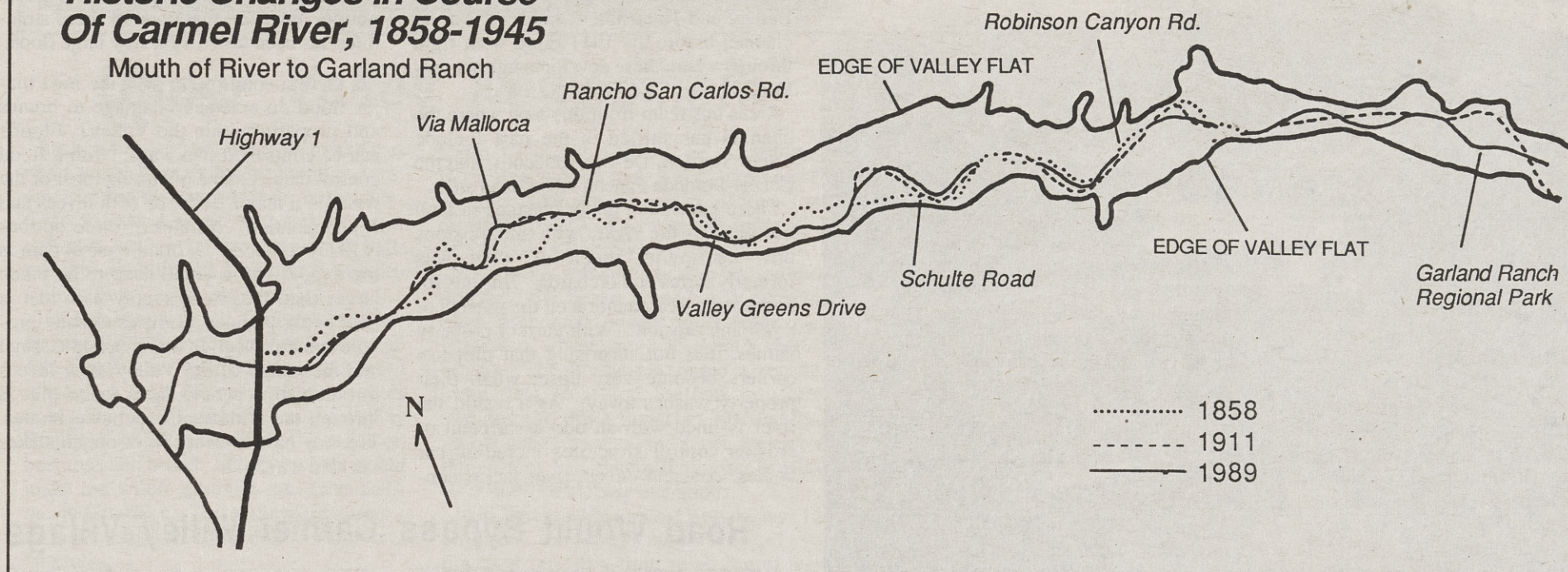
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Historic Changes in Course Of Carmel River, 1858-1945

Mouth of River to Garland Ranch



Floods Changed Course of Carmel River

By Graham Matthews III, Associate Hydrologist
Monterey Peninsula Water Management District

The Carmel River's past gives clues to what we should expect in the future.

The most obvious feature of the Carmel River is its variability; most of the time there is either too much or too little water. It may seem far-fetched to talk about floods as we face mandatory water rationing in our third dry year in a row, yet floods are as inevitable as droughts. The last major flood occurred in 1914, and it is tempting to speculate that we are due for another.

Dramatic changes have occurred along the river in the past century. Changes in the course of the river are generally associated with major flood events, with the largest changes occurring during the 1862 and 1911 floods. Other changes are attributed to the construction of two dams on the river, San Clemente in 1921 and Los Padres in 1949, which trap coarse sediment from the upper watershed and have caused the river to deepen its channel.

Development of water for municipal supply through surface diversion at dams beginning in 1882, and by groundwater pumping beginning in the 1940s, has had a major effect on the river and its environment. Man-made changes such as the filling of overflow channels so that development can occur, and direct relocation of the channel, have also affected the river.

A detailed analysis of historic river channel changes was compiled by Matt Kondolf, a UC Santa Cruz graduate student, in 1983. By locating old land grant surveys and topographic maps, he was able to prepare the figure above showing channel changes since 1858. In 1858, boundary surveys for the James Meadows Tract and Rancho Canada de la Segunda established the course of the river at that time. The survey for Rancho Canada de la

Segunda was repeated in 1882, showing changes that most likely occurred during the 1862 flood.

In 1913 the first topographic map was produced, with revisions made in 1945 and 1968. Aerial photographs, first available in 1939, are especially useful in studying changes in vegetation along the river.

The Carmel River has dramatically changed its course through the Valley during major floods in historical times. Major floods have occurred in 1862, 1911, and 1914. Only minor changes have occurred since 1914, although localized erosion has affected many areas.

The 1862 flood was undoubtedly the largest in historic times, estimated by the Corps of Engineers to have had a flow of about 30,000 to 40,000 cfs (cubic feet of water per second). No records of the flood exist, although it was sufficiently large to induce the Meadows family to relocate to higher ground.

The next major flood occurred in 1911, with a peak flow of over 20,000 cfs at the present site of San Clemente Dam. The river migrated up to one-third of a mile during this flood. The *Monterey Cypress* of March 11, 1911, reported that 25 acres of orchards were washed away. Major channel shifts took place near Garland Park, Schulte Road, San Carlos Road, and Via Mallorca.

Another major flood occurred in 1914, although the newspaper records have been lost. No major channel changes occurred from the 1913 map, so it is assumed that this flood merely occupied the channel left behind by the 1911 flood. There has not been a major flood since 1914.

Of the smaller floods that did take place, the April 1958 flood was the largest, estimated to be 12,500 cfs at the United

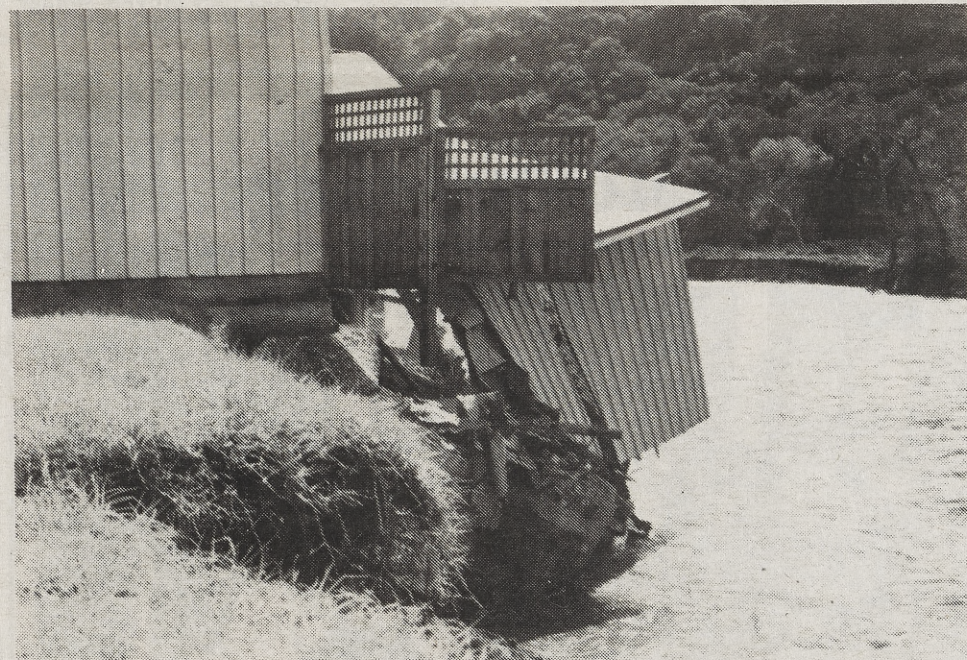
States Geological Survey Robles del Rio gage. Some remember that San Carlos Road bridge washed out and that Mission Fields was flooded. The 1958 storm was of a magnitude that can be expected to occur, on average, about every 20 years.

Other significant floods occurred in 1969 (6,900 cfs) when Carmel Valley Road was washed out near Garland Park and the wooden bridge at Robinson Canyon Road failed; in 1978 (7,100 cfs) when erosion in the Schulte Road area began; and in 1983 (8,400 cfs). It is instructive to note how

much smaller these storms were than the so-called "100 year flood" with a flow of about 20,000 cfs, such as happened in 1911.

Studying the figure at the top of this article indicates which areas of the Valley are at greater risk from channel shifts in the event of a major flood. As a general rule, the areas that experienced channel shifts in the past are more likely to have shifts in the future. These include Ronnoco Road (off Scarlett Road), Schulte

Continued on next page



RIVERBANK EROSION has become a major problem, even with relatively low flows in the river. In the five years following the 1976-77 drought, property losses to erosion amounted to about \$10 million. When drought kills streamside vegetation, the sandy riverbanks become more vulnerable to erosion. This photo was taken near Garland Park in 1983.

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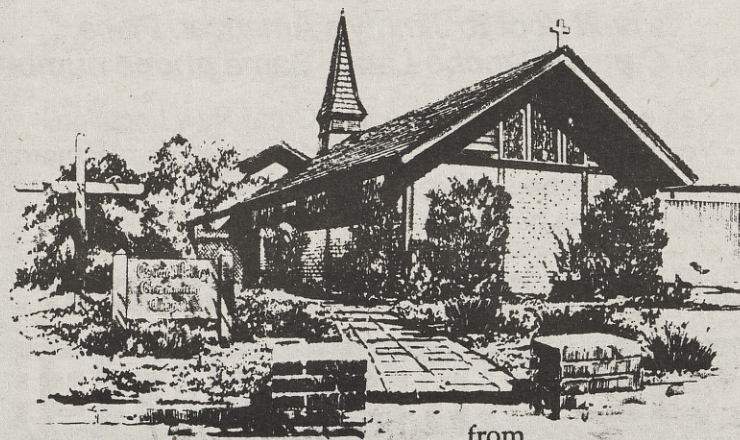
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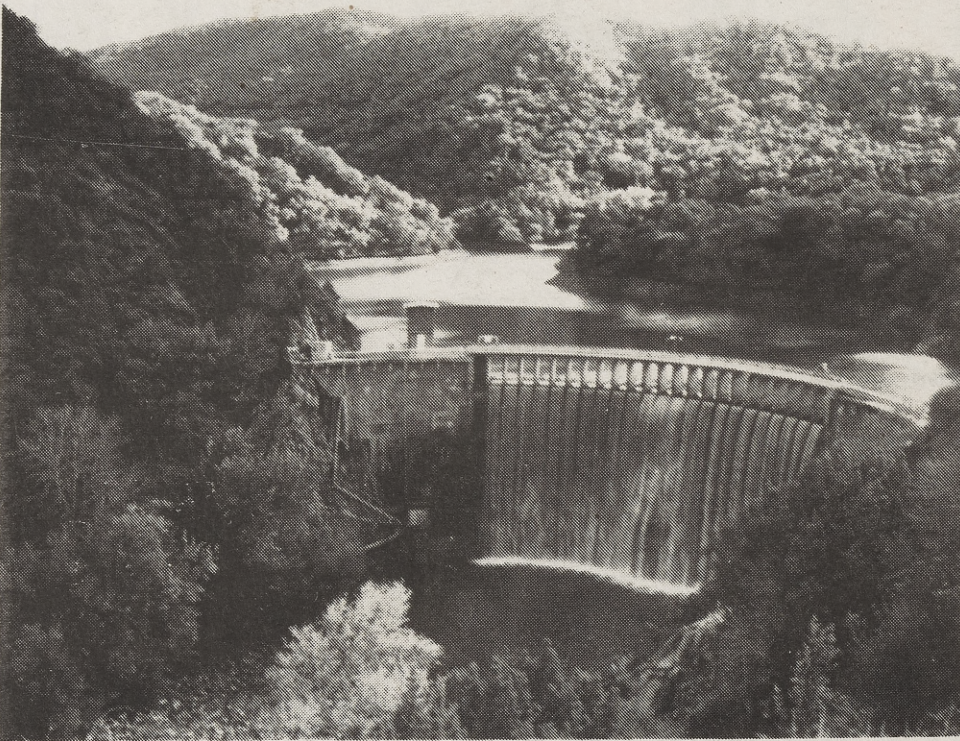


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SAN CLEMENTE DAM was built in 1928. This photo was taken in 1982 by California-American Water Co.

San Clemente Dam Cost \$351,000

It cost the Del Monte Properties Company only \$351,000 to build the San Clemente Dam three-and-a-half miles upstream from Carmel Valley Village. Of course, that was back in 1921 before the days of inflation and Environmental Impact Reports. San Clemente dam still exists and helps provide our water supply.

Although the dam is 106 feet high with a 300 foot long crest, its holding capacity is small. As one of the earliest examples of a concrete arch dam, it has been nominated for inclusion in the National Register of Historic Places.

By the time Los Padres Dam was built in 1949, six miles upstream from San

Clemente, the cost of dam building had increased to over \$1,500,000.

Los Padres Dam is a rock and earth filled structure, a virtual man-made mountain as high as a thirteen story building with a base as thick as the length of a football field. There is enough dirt in it to make a dirt path three feet wide and one and one-half feet thick from San Francisco to Los Angeles. All the earth and rock used in its construction was obtained in the area, dug out of the surrounding hills.

Both dams are small compared with current needs. Together they provide storage capacity of only about 2,700 acre feet at present.

Carmel River *Continued from previous page*

Road, the southern ends of Meadows and Prado del Sol Roads, golf course at Quail Lodge, and Hacienda Carmel. The river channel before the 1911 flood went right through where these developments are now located.

Areas upstream from this map where the channel has shifted in the past include Camp Steffani, De Los Helechos, and the Garzas-Boronda-Panetta-Aliso Road areas.

There have been major changes in land use next to the river, with subdivisions now occupying much of what was formerly farms and orchards. This has focused increased attention on the process of riverbank erosion. With current property values, it is not surprising that property owners become very upset when their property washes away. As a result, the river is lined with an odd assortment of erosion control structures including car bodies, concrete cubes, river jacks, con-

crete or rock rip-rap, gabions, post and wire fencing, driven piles, etc. It is worth noting, however, that none of these structures has been tested by a very large flood.

Is there a solution, or will the next major flood do extensive damage to homes and property within the Valley? Floods can be controlled two ways: with a flood control dam capable of storing most of the water in a major flood, or with levees and channelization. Neither of these options is likely to occur. A flood control dam is too expensive; it would have to be much larger than the water supply dam that is now being planned. Levees already provide some protection at Hacienda Carmel and the mouth of the Valley; new levees in other areas would have to be placed through the middle of expensive homes. We may have to learn from our mistakes the hard way.

Road Would Bypass Carmel Valley Village

A road to bypass the center of Carmel Valley Village was under consideration in 1972. The *Carmel Valley Outlook* on Nov. 2, 1972, reported that the Carmel Valley Village Study Advisory Committee considered these alternatives:

"One route, originally proposed by the County Road Department, would cut south from Carmel Valley Road somewhere between Laurel Drive and Pilot Road, either take in Village Drive or run parallel to it, and then slice north at an angle through the Wilson property behind the post office and rejoin Carmel Valley Road just east of Esquiline.

"An alternative route, suggested by committee members Mel Blevens and Bill Ricker, would veer north from the vicinity of Laurel Drive and Carmel Valley Road and angle up to the airstrip. It would run—or maybe meander—along the airstrip and then curve down to rejoin Carmel Valley Road east of Esquiline.

"Either possibility, L. M. Orrett of the road department made clear, is at least 20 years away 'because our studies don't indicate it will be needed before then.'"

San Diego Asks Monterey for Advice

"The County Supervisors felt pretty good this week when San Diego wrote to find out how to put on a 'Litterbug' campaign. Monterey County has gotten out stickers and distributed paper bags to filling stations where motorists can pick them up and use them instead of dumping things out of the car. But it all started two years ago, in 1952, when the Carmel Valley Property Owners Association began its first highway cleanup drive and hundreds of householders 'policed' the Valley Road from Hatton Fields up to the Village." Quote from the *Carmel Valley News* in 1954.

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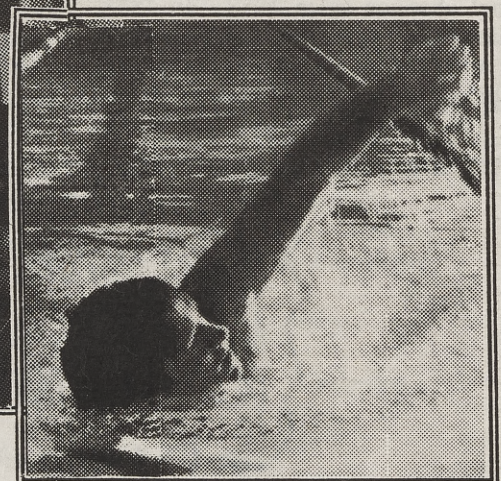
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Upper Valley Newcomers

Back in the days before cattle trucks carried Carmel Valley's herds to market, local ranchers and their vaqueros drove their cattle to Salinas the hard way, but the more romantic way — on horseback. At Salinas the cattle would fatten on the barley stubble fields during the winter.

For this annual event, the large beef cattle ranchers closed the Salinas Road to all other traffic for a drive which occupied most of a day. Upper Valley ranchers drove their herds directly out the Valley Road to Gonzales, where they fattened on beet tops and beans. Some ranchers would make the whole gourmet tour from Salinas to Gonzales. The cattle were shipped to market by rail from both Salinas and Gonzales.

Most of Carmel Valley's large ranchers had raised both beef and dairy cattle right from the beginning, but by 1889 there were several newcomers, all foreigners, who were establishing successful dairy ranches in the Upper Valley.

One of the newcomers was the Swiss Piazzoni family (from the Italian side of the Alps) who purchased a northern section of the Rancho Los Tularcitos from Alberto Trescony in 1884. The three Piazzoni brothers who bought this 2,000 acre tract — Felipe, Luigi, and Paolo — had come to California from the Swiss Canton of Entromia and found work in Salinas as woodcutters before settling in Carmel Valley.

Although they could speak no English and saved little money from their meager wages as woodcutters, they had enough money between them to start a dairy ranch of 200 cows. Luigi Piazzoni took an Indian bride, Tomasa Fiesta Majarez, and together they added nine more Piazzonis to the American branch of the family. As their family grew along with their dairy, the Piazzonis became a fixture in Carmel Valley's ranching society, as they have been ever since.

Next to arrive was another Swiss-Italian from Switzerland named John Berta, who immigrated at age 18 and worked with his brother, Attilio, in a San Francisco grocery store. From there, John and his brothers moved to Watsonville and then to

Carmel Valley, where they started the Berta Ranch dairy with a herd of 60 cows on land which Attilio purchased from Joe Steffani in 1887. This was originally part of Trescony's Rancho Los Tularcitos.

As a ranch was already standing on the property, the Bertas immediately brought their mother and sister down from San Francisco, where they had already immigrated. The Bertas purchased a second large tract from Joe Steffani in 1892, swelling the Berta Ranch to 2,070 acres, accompanied by a second ranch house on the eastern half where they later moved their family and dairy operations.

John Berta and his wife, Carmela, had 14 children, nine boys and five girls, a practical mix in a time when butter was still churned in large vats with a horse drawn churning wheel. Number 11 of the 14 children was Leo, who eventually worked the ranch in partnership with his brothers, to become one of the longest surviving ranchers in the Valley, along with his younger brother Lawrence.

Leo attended all eight grades at the little red schoolhouse where the Tularcitos School moved after 1892, but Leo, determined to be a rancher, had little use for further schooling.

With his wife, Mary, Leo has maintained the Berta family ranching tradition up to the present day, although with a gradual change of emphasis from cattle to grain, a transition which was typical of most of the Valley's cattle ranches during the past century. Even the huge Rancho Los Laureles was heavily planted with alfalfa south of the Valley Road and hay fields on the north side.

Frequent droughts had simply made cattle raising too unpredictable, so Carmel Valley's ranchers diversified into grain, like cattlemen throughout Monterey County.

A near neighbor of the Bertas about this time was another Swiss-Italian, Domingo Pedrazzi and his family, who operated a dairy and made cheese on land previously owned by James S. McDougall, Sr., and where the Douglas School was later located.

The family of Joe Girard, recently immigrated from France, owned an 851



JOHN AND CARMELA BERTA with the first five of their thirteen children. The children are, from left to right, Ancilla, Attilio, Isidore, Candida, and Joe. Baby Joe was born in 1901, which dates this photograph to about 1902.

acre tract of the Rancho Los Tularcitos, a tract which encompassed the twin fords over Tularcitos Creek, the only fords on the Valley Road as it followed the creek through the rancho (before the road was moved down beside the Carmelo River).

In 1891, Peter Sella departed from the local Italian dairying tradition by establishing a fruit farm directly across the Valley Road from Rancho Carmelo. This tract, which Sella purchased from Frederick Gates, later became part of the Russell Ranch (now the Stonepine Resort). Sella built a house there and planted 1,000 French prune trees, one of the largest orchards in Carmel Valley.

To help children going to Tularcitos School get to their new schoolhouse,

Sella assisted Frank Parce, Chester Holton, and Isaac Hitchcock in building a suspension bridge across the Carmelo River at Camp Steffani.

A recent arrival from Sweden about this time was Andrew B. Blomquist, Sr., who acquired a large section of the Rancho Los Tularcitos from Alberto Trescony about 1885, the year that Andrew's son, "Ben," was born in Monterey County. Known as one of the most colorful and memorable characters in Carmel Valley during the old days, Ben Blomquist eventually inherited his father's easternmost tract of the rancho and retained it until he passed away in the 1970s, making the Blomquist family one of the most enduring in the Valley's history.

CARMEL VALLEY INN



1945 was a time for celebrating the end of World War II and an opportunity for people to rebuild their lives and embark on new business ventures. It was also during this year that Mr. Morse sold a piece of property that was to become the Carmel Valley Inn. Built by architect Robert Jones, the public areas and original twenty guest rooms reflected an open, expansive feeling typical of California ranch style design.

In succeeding years, the inn has been expanded to its current size of 46 rooms with many rooms overlooking the lawns and across the river to the Santa Lucia Range and Garland Park.

Today, with its seven tennis courts and spacious grounds, the inn is a popular destination resort for tennis clubs, company retreats, and seminars. Our patio is a wonderful place for afternoon wedding receptions because of the serene setting, excellent service, and bountiful buffets of salads, meats, and drink.

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Rancho Tularcitos, 1834-1989

By Mary (Mrs. John M.) Marble

Senor Raphael Gomez received the Tularcitos grant from Mexican Governor Jose Figueroa on December 18, 1834. The original Tularcitos grant comprised all the land from what is now the Village out to and including what became the Blomquist Ranch — 26,581 acres all told.

Senor Gomez died in 1838 on a part of the ranch known as the Rodeo Field, a natural bowl always used at round-up time. He had become entangled in his reata.

A man named Andrew Jackson Ogletree acquired the ranch from Gomez and later sold it to Alberto Trescony. A descendant of Trescony, Leo Cristal (also Christal), sold the ranch in 1923 to my father-in-law, John E. Marble.

There is still a corner of an original adobe on what we call Adobe Hill. All the rest of it is gone, but Ynez Wilson, a Trescony heir, told me that it was a dairy, two-storied, and that the Chinese who did the milking and made the butter lived in the loft. The butter was shipped by boat from Monterey to the mines in northern California. Since Chinese labor constructed the Tassajara Road in the 1880s, it is thought that some of them stayed at the adobe.

When the Carmel Mission was being restored, Harry Downie heard stories of a winery at the Tularcitos near the site of the ranch house. Everyone agreed that the location would have been excellent for growing wine grapes, but so far, no one has found any records to prove that a winery actually existed there.

John E. Marble was a wonderfully fine person. He was a banker in southern California, but he had a great love of the outdoors and animals. He lived in Pasadena, but for some time he had a small ranch in Redlands, and this increased his desire to be more involved in ranching. When he discovered that Rancho Tularcitos was for sale, he realized that its natural lake and beautiful hills were exactly what he was looking for.

After buying the ranch in 1923, John E. Marble bought several other contiguous parcels so that the ranch reached the hills overlooking the Salinas Valley. By this time he also had ranching property in Elko County, Nevada, where most of the breeding program took place. Calves of a proper age were moved by rail to Chualar in the Salinas Valley.

The children and I used to love to be included in the drive to bring the cattle from Chualar to the ranch. We got up at four in the morning and were at the railroad pens at dawn. We then slowly and carefully herded the cattle between the un-

fenced fields and on up our back road to the ranch.

There was a small house at the Mountain Ranch at the top of the grade. We usually arrived there about noon for a barbecue, and the cattle settled down to graze on the green grass. Both riders and animals were ready for a rest and food!

In addition to riding horseback every day in the summer, the children had a kayak and paddled among the tules in the natural lake which gave the grant its name. Tularcitos means "little tules."



Entrance gate to Rancho Tularcitos. Note the two cattle brands. Photo taken about 1956 by Julian P. Graham.

Shortly before World War II, John E. Marble, due to increasing age, turned over the ranches to his two sons, John M. and Robert E. Both served in the armed forces, so they did not assume active management until the war was over. My husband, John M. Marble, and I moved to the Tularcitos at that time. Robert moved somewhat later. To avoid confusion, he called his portion the Rana Creek Ranch.

In addition to his Herefords, John E. Marble at one time had the largest herd of Devon cattle in the United States. There were always two Devon cows in the barn for their milk. I shall never forget the cream. We had a hand-operated separa-

tor, as we had no electricity. When we put the cream in a pitcher, it was so thick that you could turn the pitcher upside down and nothing came out. In fact, the only way to serve yourself was with a spoon!

The children and I were always at the ranch in the summers, even before we moved there permanently, and we actually enjoyed not having electricity or a telephone. The road to what is now the Village was dirt. I believe it was oiled in 1933. The nearest telephone was at the Mathiot's bar, known as the "Bucket of Blood."

The nearest store, if you could call it that, was Rosie's Cracker Barrel, so for a full marketing we had to go to Carmel or Monterey. (No traffic problems ever!) Bill Culver picked up our mail at Rosie's and delivered it to the ranch. He did this for everyone in the area, as well as the Cachagua. He also did errands for the people on his route.

When the war was over, we got both power and telephone service. The children weren't too pleased, as they liked the primitive life. It was a relief to me, however, to have a washing machine, a vacuum cleaner, and an electric stove and ice box.

Twelve years after moving to the ranch, we had to tear down the old house, which presumably had been built by one of the Cristals. Parts of it were over a hundred years old. It had lots of charm, but was built on what were known as "mud sills" with no foundation, and it was riddled with termites. We built the present house in 1956. There are, however, several small buildings near the barn that date from the time of the original house.

Under my husband's management, the ranch became a real business. The breeding took place in Nevada and the "growing out" at the Tularcitos Ranch. The two brands ∇ (seven lazy S) and the ∇ (lazy JM) were used in both places. The Devon cattle were hard to handle and were finally sold in favor of an all-Hereford herd.

John M. Marble was always very active in the National Cattlemen's Association and in their breeding program. He was also president of the Monterey County Cattlemen's Association and was named by them "Cattleman of the Year" in 1977.

Since John M. Marble's death in 1983, a third generation Marble, Peter E., is in charge. All of us have considered it a privilege to have lived and worked on this most beautiful ranch. May it remain forever in its pristine state!



Rancho Tularcitos. Photo taken in early 1960s by Jim Ziegler

CENTENNIAL FLASHBACKS



Carmel Valley Before 1889

The paradise which Spanish explorer Sebastian Viscaino named "El Valle del Carmelo" in 1602 had been the habitat of local Indians for thousands of years before Spaniard Gaspar de Portola's expedition established the Presidio at Monterey in 1770 and Franciscan Father Junipero Serra erected his mission nearby, using the labor of local Indians who were herded into the fort by Spanish soldiers.

The next year Father Serra moved his mission away from the fort, where soldiers were abusing his Indian neophytes, to its present location at the mouth of Carmel Valley, taking his Indians with him. From his Mission San Carlos Borromeo de Carmelo headquarters, Father Serra administered all the Alta California missions as their Padre-Presidente.

The subjugation of the native Indians by the Spanish Conquistadors, with the cooperation of the padres at the missions, was among the more tragic events of California's history. It was all governed from the mouth of Carmel Valley. As a result of their internment at the missions, the Indians were ravaged by diseases which killed more than half of them, nearly exterminating them from Carmel Valley and other mission locations throughout California.

By 1818, when the pirate Hippolyte Bouchard's invading army sacked Monterey for four days and sent the Governor and padres scurrying to Salinas, there were only a few hundred Indians left in Carmel Valley.

Mexican independence from Spain in 1821 set the stage for the expulsion of Spanish colonial authorities from California. Rafael Gomez became the first Mexican to settle a major land grant in the Valley after he was awarded his Rancho Los Tularcitos in 1834, but Gomez was accidentally killed in a fall from his horse in 1838. Before his death, Gomez constructed the first real adobe ranch house in Carmel Valley.

The first permanent Mexican settler was Jose Manuel Boronda, who received his Rancho Los Laureles grant in 1839 and brought his family to Carmel Valley in 1840. Jose was the son of the first schoolteacher in California, Manuel Boronda, who arrived with the 1770 Portola expedition, like Jose Soberanes, whose grandson Mariano inherited substantial landholdings in Carmel Valley. Jose Boronda held spectacular bear and bull fights in his arena near the Boronda adobe, the oldest surviving adobe in the Valley, which Jose rebuilt from a 1790's Indian "rancheria."

In 1841 Englishman James Meadows married the widowed Rumsen Indian Loretta Onesimo Peralta, thus ending a turbulent conflict in which Meadows had been arrested for attempted insurrection and thrown into a Mexican prison, while Loretta's previous husband Domingo

met a mysterious death, climaxing an effort by the Mexican authorities to expel the Peraltas from the large tract granted to Loretta by the Mission padres during Spanish rule.

On July 7, 1846 Isaac Hitchcock, the paternal grandfather of Joe Hitchcock, Jr., landed with the party from Commodore John Drake Sloat's fleet to raise the American flag permanently over the Customs House, thereby signaling the end of Mexican rule.

When the 1849 gold rush hit Monterey County, Dona Juana Boronda sold her popular cheese, later known as "Monterey Jack," to gold miners in the Santa Lucia Mountains.

In 1863-64, severe drought decimated the original herds of Spanish black cattle throughout Monterey County, reducing the huge Soberanes herds in the Salinas Valley from 70,000 to 13,000 head in a single year, and forcing most of the original Mexican grantees to sell their land. Those who didn't sell shifted heavily from beef production to grain.

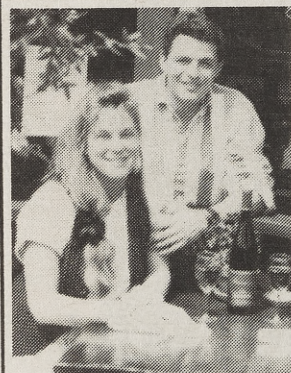
BORONDA ADOBE as it appeared in late 1800s. At that time, the adobe, Los Laureles Lodge and the milk house (now at White Oaks in the Village) were probably the only structures on the 7,000 acre Rancho de los Laureles. First room of the adobe was probably built in the 1790s.



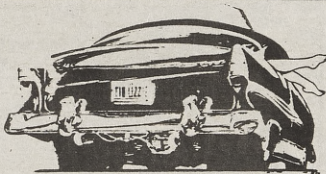
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Philippe, previously the chef-owner of Fifi's in Pacific Grove, offers 6 to 7 daily specials for both lunch and dinner. Fresh herbs and vegetables from the garden ensure the quality and tastiness of the cuisine.

Tempting desserts (Philippe was a pastry chef in France for 16 years,) complete a fabulous meal.

For those preferring to bask in the sun, or dine under the stars, outdoor seating is also available on the terraced deck. Colorful potted and fresh flowers make this setting a lovely place for a Sunday champagne brunch.

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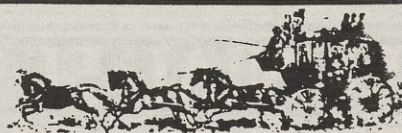
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CENTENNIAL FLASHBACKS


 1889
1989

Valley Life in 1889

For better or worse, Carmel Valley in 1889 was largely the province of the huge Mexican land grants, their relatively wealthy owners, and their hired hands. Residents of the coastal communities had no reason to travel through the Valley except to buy fresh produce in season at the farms or visit Charles Quilty's Tassajara Hot Springs resort, or simply to take in the scenery.

There were no real inns where travelers could stay, so local residents took a horse and buggy outing for a picnic and returned the same day, unless they decided to camp out along the mountain slopes. Not many did, because grizzly bears still roamed the mountains in large numbers, and even travelers in the mountains near Monterey at night had to be mounted and armed to deter the possibility of a bear attack. Because of the bear situation, as well as the lingering threat of bandits, wealthy real estate speculator David Jacks always drove a fast horse and buggy to his 3,300 acre Aguajito Ranch in the Loma Alta area near what is now Jacks Peak, so named in his honor.

Ranchers and farmers who sought a less adventuresome social life often gathered at the centrally located ranch of James and Loretta Meadows, the first settlers of a major land grant in the Valley. In 1841 James Meadows, an Englishman, became the first European to settle on a large land grant (4,592 acres) in Carmel Valley, and his wife Loretta Onesimo Peralta Meadows, a Rumsen Indian, was the only Indian to remain in continuous lifetime residence on a large tract granted to an Indian by the padres at the Mission San Carlos. As a consequence, the stone ranch house occupied by James and Loretta and their five children had long been the center of Carmel Valley social life.

The only frequent social activity in the Valley during this period occurred among the smaller dairy ranchers and farmers of moderate means. While the Pacific Improvement Company's Rancho Los Laureles offered its facilities to wealthy tourists from the Del Monte Hotel, their neighbors among the wealthy land grant owners could spare little time from their many investments and landholdings to socialize with their neighbors.

Most of the social activity occurred either at the Meadows ranch or the four schools in the Valley, one of the

largest being the Carmelo School, built in 1858 on land donated by James Meadows, in the center of the Meadows tract, and originally named Meadows School in his honor. By 1889 some 55 students sat in desks reportedly made by James Meadows himself, in a schoolhouse built by Scotsman James S. McDougall, Sr.

Not long after Carmelo School opened its doors, Bay School began serving an even larger number of students at its present location along Highway 1 south of Carmel. In 1866 Joe Hitchcock's mother attended Bay School, where Mrs. Millitt was the teacher. By 1889 about 65 students were in attendance. (In May, 1989 Bay School celebrated its 110th annual Bay Day, making it one of the oldest schools operating continuously at the same site in Monterey County.)

In 1889 eight year old Joe Hitchcock, Jr. walked daily to the original Tularcitos School at the northwest corner of the junction of Laureles Grade and the Valley Road. It wasn't far, because the school was located on the Rancho Los Laureles where the Hitchcock family was living. Only about 20 students attended Tularcitos School in those days, mostly girls. In 1892 Tularcitos School moved to the area east of the Village where Stonepine Resort is now.

A map of Carmel Valley in 1890 also shows the little known Tassajara School operating south of Cachagua Road, just east of Princes Camp. Another school in the area at this time was the old Lincoln School at Corral de Tierra.

Since there were no lending libraries in Carmel Valley in 1889, Valley residents got most of their pleasure reading materials from the school libraries. The schools also hosted dances and bazaars until some of the Valley's founding families got together in 1890 to start the Carmelo Athletic and Social Club. Delos Goldsmith was hired to design the building, and a central site was chosen, on the Meadows ranch once again, at the southeast corner of Robinson Canyon Road and the Valley Road, where the clapboard barn still stands just above the old rock mill. The families who pitched in with hammer and nails to



ISABEL MEADOWS was the last living person to speak the Costanoan Indian language. At age 89, the daughter of James and Loretta was taken to the Smithsonian Institution in Washington, D.C. to record the language. She died there at age 94.

build the clubhouse, using donated materials entirely, included the Stewart, Martin, Berwick, Hitchcock, Meadows, Steffani, Berta, and James families.

No entrance fee was charged for the regular all night fiestas, but a hat was passed and couples were expected to contribute \$1. Alcoholic beverages were strictly forbidden, and men were expected to have been previously introduced to the women they asked to dance. A quadrille at midnight was the climax of the night's festivities, which continued so far into the wee hours of the morning that the inclusion of the word "Athletic" in the club's name was no mystery to anyone.

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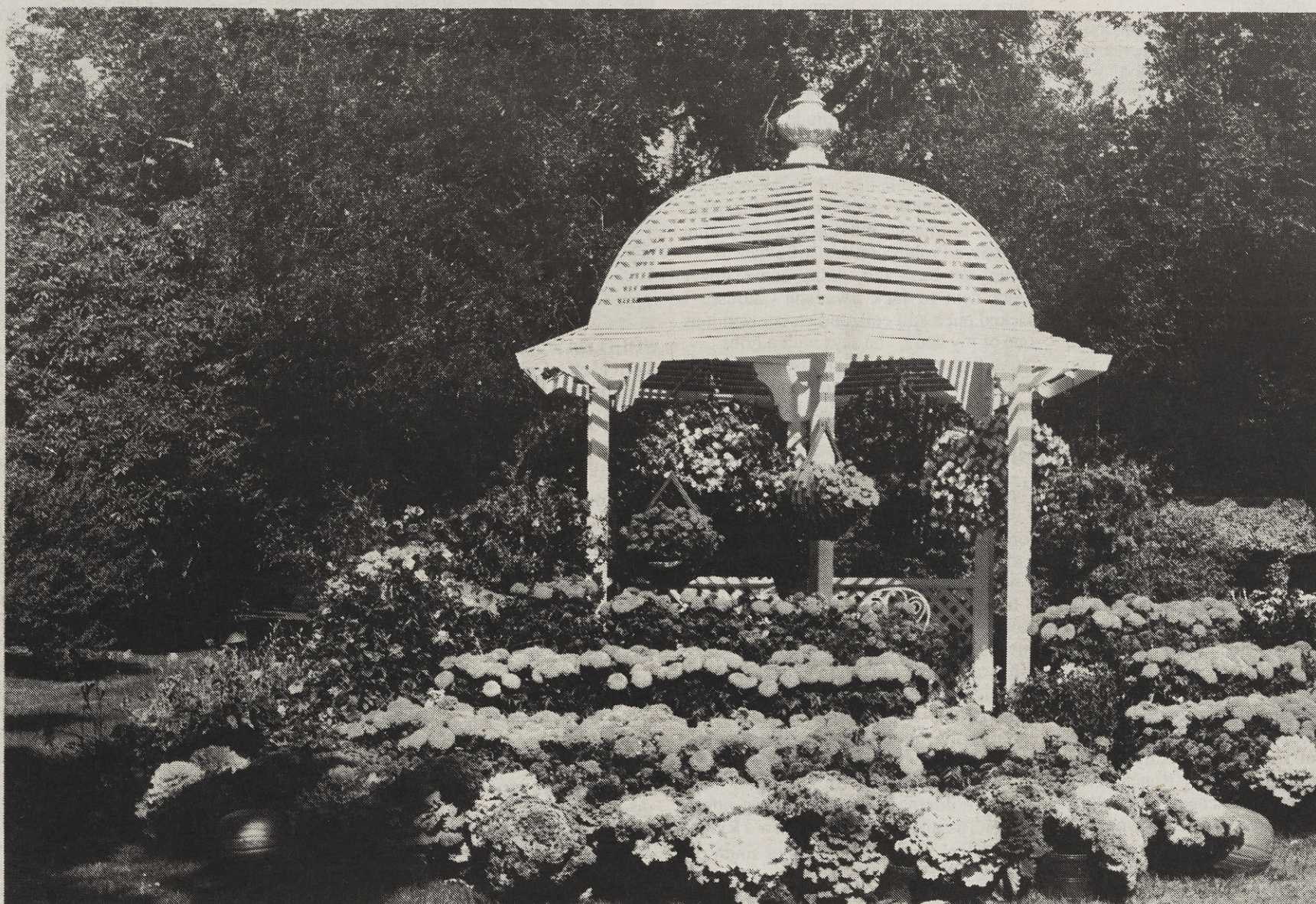
A former tennis pro at Pebble Beach, John Gardiner started his world-renowned Tennis Ranch in Carmel Valley in 1957. After several lean years, it grew and prospered beyond even John Gardiner's dreams. It now offers world-class tennis instruction and a secluded vacation idyl for the government and business elite.

Three presidents — Nixon, Ford and Reagan — have stayed in the Wimbledon Cottage, one of fourteen guest rooms at the Tennis Ranch. Former FBI director and current CIA director William Webster was a recent guest. So uniquely satisfying is the Tennis Ranch ambiance and service, that 70 percent of its guests are return clientele. Senator Lloyd Bentsen, recent vice presidential candidate, just completed his 20th annual Fourth of July visit to the Tennis Ranch!

The 22-acre ranch, with sixteen tennis courts, also hosts a tennis camp for children. One hundred children at a time, 50 boys and 50 girls, come for an intensive three-week program of tennis instruction.

The magnificent gardens are tended by a gardener who propagates all the plants from seed. "Our gardener hasn't bought a plant for thirteen years," John Gardiner explains.

John Gardiner says, "I and my employees have enjoyed many fine years in this lovely Carmel Valley. We extend our best wishes to all the people of Carmel Valley on the occasion of this Centennial celebration."





RODEO 'PRO' FRED Jr. considers the "romantic 40's cowboy's life" from his spring "dump rake," used to windrow mountain hay crops.



MR. AND MRS. FRED W. NASON Sr. prepare to leave Corral de Tierra's Watson Ranch enroute to Cachagua "the easy way."



FRED NASON SR., OPERATING his horse-powered wheat binding machine in the Cachagua, about 1920. The binder cut and bound grain into 20-30 lb. bundles, ready for upright shocks.

Nason Family Roots Grow Deep and Wide, High on Chews Ridge

By Dan McGrew

Any family that chooses in 1989 to live atop Chew's Ridge, squarely against the Ventana Wilderness boundaries, devoting their lives to horse and livestock related affairs, hardly typifies American suburbia. But, considering the Nason family heritage, that is hardly surprising.

Fred Watson Nason Jr., the current patriarch, carries the family name of James Watson, who arrived in Monterey in 1823, coming by land from Los Angeles, where he ended his career as an English seaman. "Santiago" became a citizen, married Mariana Escamilla. They had eight children, and James became a prominent businessman, leader and owner of Rancho San Benito.

Thomas was the third child, eldest son, born in 1884, marrying Louisa Moreno, daughter of one of California's oldest Spanish dynasties, who presented him with ten children. He was a cattle buyer, operated as a dairyman and beef rancher, and insisted upon retiring after serving as Monterey County Sheriff for the first four terms of the county's history.

Sheriff Watson's role during the Tiburcio Vasquez outlaw years was made doubly difficult by his being godfather to Vasquez. (Vasquez outlaw ally Poinciana Majares, for whom Poinciana Ridge south of San Clemente Reservoir is named, was a second cousin to the mission-raised Esselen orphan, Tomasa Majares, who also was a Nason ancestor.)

Frederick Porter Nason arrived in Corral de Tierra in 1880, acquiring 484 acres, and in 1881 married Adeline Watson, with whom he had five children. F.P. Nason left his native New Hampshire and was a whaling harpooner at 14. After a decade of sea-going adventure and profit, he left ship at San Francisco to "retire" to land. He simply disappeared into the state of Washington about 1900, reappearing at least once to "visit" his wife and children.

Fred Watson Nason and Henrietta Piazzoni, daughter of Luigi Piazzoni and Tomasa Majares of Carmel Valley, married in 1914. Fred Jr., current patriarch of the clan, was their only son, with two sisters, Louise and Helen. Henrietta and Louise died of tuberculosis within a two

week period in the winter of '27-'28. Louise having been forced by the disease to come home to Cachagua from UC-Berkeley.

Fred Senior married Lillian Holt, a South Dakota native in 1930. Their three daughters, Shirley Taylor and Rose Glassnatt of Salinas, and Freda Shepherd of San Jose, survive.

Fred Watson Nason Junior married Ann Lambert of the neighboring pioneer ranching family in 1951. Their family includes Fred Lambert Nason, Gail Nason Young, Marion Nason Hitchcock and Thomas "Little Bear" William Nason.

Fred Sr. had bought several homesteads along with legendary Salinas Mayor D.A. Madera. He had been farming at Rancho Tularcitos and "running" about 300 cattle in 1910. About 1912, he acquired the "Caves Ranch" in Miller Canyon, which the family still operates.

In 1917, he and Madera bought the 800-acre Henningsen Ranch, and he turned his share to Madera in 1918 to buy the 2,000 acre Dolly Ranch.

Working cattle in Cachagua's rough mountain range with his father in 1943, the 19-year-old Fred Jr. "...whipped a fast dally, only to realize my right thumb was smashed between rope and saddlehorn, virtually severed and the stump cauterized with the rope burn, all in a split second."

Matter-of-factly, he notes, "That rope burn was good luck, because it was more than two hours to a doctor. Even better luck, the doctor was going with us on our Nevada hunting trip the next week, so he could dress the thumb for me."

To the city-bred this attitude might seem casual, but to rough-country cowmen, it is simply a matter of accepting reality.

He also notes that as a boy, he traveled with his father across the mountains, from thicket to thicket, moving and servicing Fred Sr.'s Prohibition era stills.

"Not too long ago, doing some 'dozer work next to Jack Swanson's house, I kicked out a still coil, and recognized it as one of my dad's," he says with a grin.

(At that point, one spouse who shall remain publicly anonymous in the interest of domestic tranquility, advised the writer

that "...my in-laws sold all their moonshine to the best folks in Salinas and Monterey and bought my family's 'sippin' whiskey' since it was better quality." The "in-law side's retort" shall go unreported.)

It was on 640 acres of the Dolly that Fred Jr. and Ann raised their family, before moving to the Caves Ranch and then to the Ventana Wilderness holding which headquarters their "recreation ranching" operation. That land had originally belonged to Ann's father, was sold, and the Nasons bought it "...out of an estate." Caves Ranch and other grazing supports most of the families' cattle and trail horse range needs.

As of Carmel Valley's Centennial Celebration, the family's Fifth Monterey County generation numbers eight grandchildren for Fred Jr. and Ann Lambert Nason.

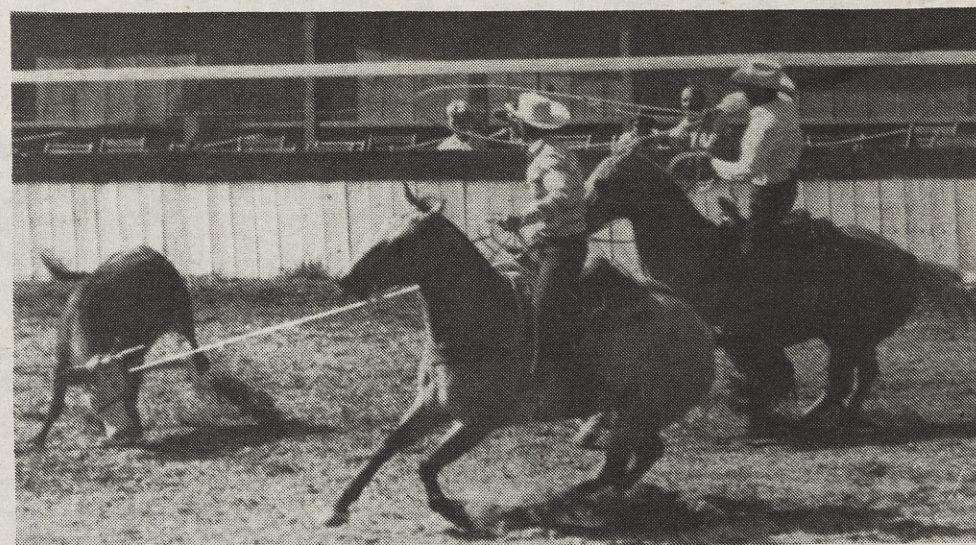
Fred and Ann have lived the change from Cachagua's near isolation, through years of "serious rodeoin'," and mountain cattle ranching to "recreation ranching."

At times today, Nasons are still forced to leather-popping, break-neck horseback cattle chases, quick loops and fast dallies work on precipitous Santa Lucia slopes.

But, computers, photo-voltaic electricity at headquarters and "guest public relations" are now part of Nason ranch life.



LOUISE AND HELEN at Caves Ranch gate left the buggy, unharnessed, saddled the buggy team and "rode in," leading a pack horse into the ranch.



FRED NASON JR. BRINGS HIS "HEEL LOOP" AROUND after long-time partner, Tom Mattart of Corral de Tierra, "dallies the horns." Fred Jr. is recognized as an "all time great heeler" among veteran observers of his Cachagua-grown skill.

The Nason Family Ranches and Lives

Among ranch holdings of the Nason family and their Nason-Moreno-Watson-Majares-Lambert-Piazzoni-Escamilla-Holt ancestors have been many major Carmel Valley and Monterey County holdings. Within the past 150 years, Nason family and ancestral livestock operations have doubtless included cattle in the hundreds of thousands, with horses in the tens of thousands.

These include, but are not limited to: The 30-league (that's 900-square miles of prime Central Coast land) Rancho San Benito; the 900-acre Dolly Ranch (now the "Comsat site" in Cachagua); the 800-acre Henningsen Ranch (twice owned by Fred Sr., and home for Durney Vinyard today); the 484-acre Nason and the 800-acre Watson ranches in Corral de Tierra; the current Nason Ranches Inc. 1,100-acre Chew's Ridge Caves Ranch, and the Ventana Wilderness Ranch headquarters atop

Chews Ridge, immediately adjacent to Ventana Wilderness Area and Los Padres Forest, where they hold federal permits for trail ride and horseback pack trips into about 175,000 wilderness acres.

In recent years, the third and fourth Monterey County Nason generations have operated at one time with more than 9,000 acres of Santa Lucia mountain rangeland and more than 1,000 cattle in their cow-calf herds.

Currently, in addition to more limited cattle operations, Nason Ranches Inc. is operating horse pack trips and trail rides out of Wilderness Ranch near the upper end of Tassajara Road atop Chew's Ridge, and Molera State Park, 27 miles south on the Big Sur Coast.

Sometimes at beginning or end of the Molera season, they gather friends and host an "all uphill trail ride" from Molera to headquarters.

The Remarkable Heritage Factor

A group of Carmel River watershed residents met recently to discuss events and items of interest to the members. Included in that one group were:

A student of ancient religions and cultures; several computer operators; a traditional farmer-rancher who has converted his business for 21st-Century success; a developer and user of Photo-Voltaic solar generation for "remote location" electrical power; an internationally known professional athlete, and a corporate contractor to both federal governmental agencies.

Within their combined families' heritages there were:

Monterey County's first sheriff; a Spanish colonial soldier who was among the first Monterey retirees from government service; numerous Monterey County-Carmel Valley dairymen; owners/operators of hundreds of thousands of acres of Monterey County farm and ranch real

estate; a 15-year-old whaling ship harpooner who fought Fiji cannibals and Chinese pirates, circling the globe repeatedly in more than a decade aboard whalers; the godfather of Monterey County outlaw Tiburcio Vasquez; two grandfathers (at least) who produced moonshine whiskey during Prohibition; a rebel soldier at Bunker Hill; at least three Revolutionary War soldiers; an Esselen Indian orphan girl who married a Carmel Valley immigrant from a culturally noted Italian family; one of the "All Time Great" professional rodeo team ropers; and undeniably the greatest combination of Santa Lucia Mountain horsemen and women of the 19th and 20th Centuries, with strong prospects for continuing the tradition well into the 21st Century.

What is truly remarkable about this group, is that they are all members of — The Nason Family.

Carmel Valley Market

'Serving the Valley'



Randy Randazzo and "Chief Alexander Onessimo" join Carmel Valley Market cohorts Denise Teunice and Ben Artellan, welcoming Centennial guests to Carmel Valley.

Randy Believes in 'This Beautiful Carmel Valley'

Randy Randazzo is a businessman, owner-operator of Carmel Valley Market. Even while routinely throwing himself wholeheartedly into community service, Randy is a high-energy, hard-working grocer (in familiar, worn leather apron.)

Randy is an active director (past president) of Carmel Valley Recreation and Parks district, stalwart participant and past chairman in Carmel Valley Village Improvement Committee, chief "rabble rouser and fine donor" (past president) of Carmel Valley Kiwanis Club, staunch supporter (past board president) for Carmel Valley Community Youth Center, a driving force and multiple committee co-chairman behind the Carmel Valley Centennial Celebration, past-director of Carmel Valley Chamber of Commerce and a Carmel Valley "Certified Good Egg."

Not a few knowledgeable co-workers consider him the "ex-officio" Carmel Valley Mayor, and few would deny his rank as Carmel Valley's "Cheerleader Extraordinaire."

While Randy is all of these, the whole is considerably more than these combined parts, because these do not consider the husband and father, personal friend of virtually every Valley resident and many, many "unfortunates" who reside outside Carmel Valley.

Randy is certainly a known quantity, but there is no known mathematical equation to describe the combined qualities.

Born and raised in Monterey, he started in

the food business as a youngster delivering milk with his uncle for several years, from 3 a.m. until shortly before school started at 9 a.m. After school years, he worked with Purity Food Stores (they of the Round Tops), managing stores in such disparate communities as "high-tone suburban" Los Gatos and agricultural Soledad, learning "...all about the grocery business, even though I did not realize how much I was absorbing."

Randy the business operator does building and equipment service and repair, "sets up" produce cases and stocks grocery shelves, oversees every detail with the very able help of his "right hand" Ben Artellan, and a tight-knit staff (where close personal friendships support effective teamwork), and conducts the "normal business management" routine.

A special part of that team includes the entire John Monroe family operating the meat department.

Until Carmel Valley's Centennial observance is actually underway, Randy's "big moment" in public service will remain Opening Day for Community Youth Center facilities on Ford Road.

After the Centennial Celebration, headquartered in that same Youth Center, the Center opening probably will still remain Number One.

"Why? Because the Center and its pool and the other facilities are here permanently, to benefit our kids and families year after year,"

he declares. "The Centennial is a great reason for a party, especially for old friends to get together, and to serve as a fundraiser for the many good community service organizations that are taking part. But, you know going in, a lot of the proceeds will end up being used for events and activities made possible by the Youth Center."

Completion of the Village Master Plan, expected sometime during late 1989, is another project where Randy has been closely involved.

And there is also the Village Pathway Project, where his energy, personality, time and money have been successfully applied in the CVVIC team effort.

During the Centennial Celebration itself, you can expect continuation of Randy's hard, effective work. As Co-Chair, he'll be fully involved Friday night in the Queen's Coronation Ball....don't be surprised if he is an outsider for the Commemorative Stage Coach Mail Runs....expect Randy and "Ol' Paint" in the Saturday parade....he'll undoubtedly be there for the first and last numbers at the Street Dance....will be seen working throughout the Community Center and Tularcitos School grounds Saturday and Sunday....will be somewhere around during Sunday's 10K race....will probably have a shovel in hand for Time Capsule burial....and don't be surprised if you see Randy in the "clean up crew" at any time.

Village Center, Carmel Valley Village Phone 659-2472

Holman Ranch Was Center of Upper Valley Social Life

By Maile Raphael

Shortly after the stock market crash of 1929, as the country slipped deep into the Great Depression, Gordon Armsby, a member of the Peninsula's social elite, built a small home as a summer retreat from the heavy cares of the times. It became an exclusive vacation hideaway for Hollywood celebrities. Charlie Chaplin and Theda Bara are said to have stayed there.

Armsby's home was located east and a little north of Carmel Valley Village on part of the old Los Laureles Rancho that had been subdivided into eleven parcels and sold during the 1920s. That property later became better known as the Holman Ranch.

Clarence Holman purchased the property from Armsby in 1943, after finding that man and woman power to tend his orchards in Aromas was in short supply during the war. Eldest son of the founder of Holman's department store, Clarence and his partner and later wife, Vivian Ogden, built the property into a showpiece ranch.

The Holman Guest Ranch became the center of social life in the upper Valley during the 1950s and 1960s. The annual Fiesta de los Amigos was held there until 1967, as were horse shows, rodeos, folk dances, and parties of all types. The Holman home was called a miniature San Simeon because of its size and fine furnishings.

After buying the property, Holman subdivided part of it to form what is now the Village Drive area. He sold off a few lots at \$1,500 each to help the neighborhood businesses struggling to take root in the Village. Later, he donated land for the Carmel Valley Community Chapel.

The Armsby home, which had been designed by a famous architect, was greatly

remodeled and enlarged. The stables were made into a small theater, the courtyard paved, and a living room added with window that frames the beautiful view of the mountains toward the south.

The stone and wood used for construction came from the Holman Ranch property. Oak trees were honed for the beamed ceilings and handsome doors. All work was done on the site, with friends and neighbors pitching in to help as necessary. Vi-

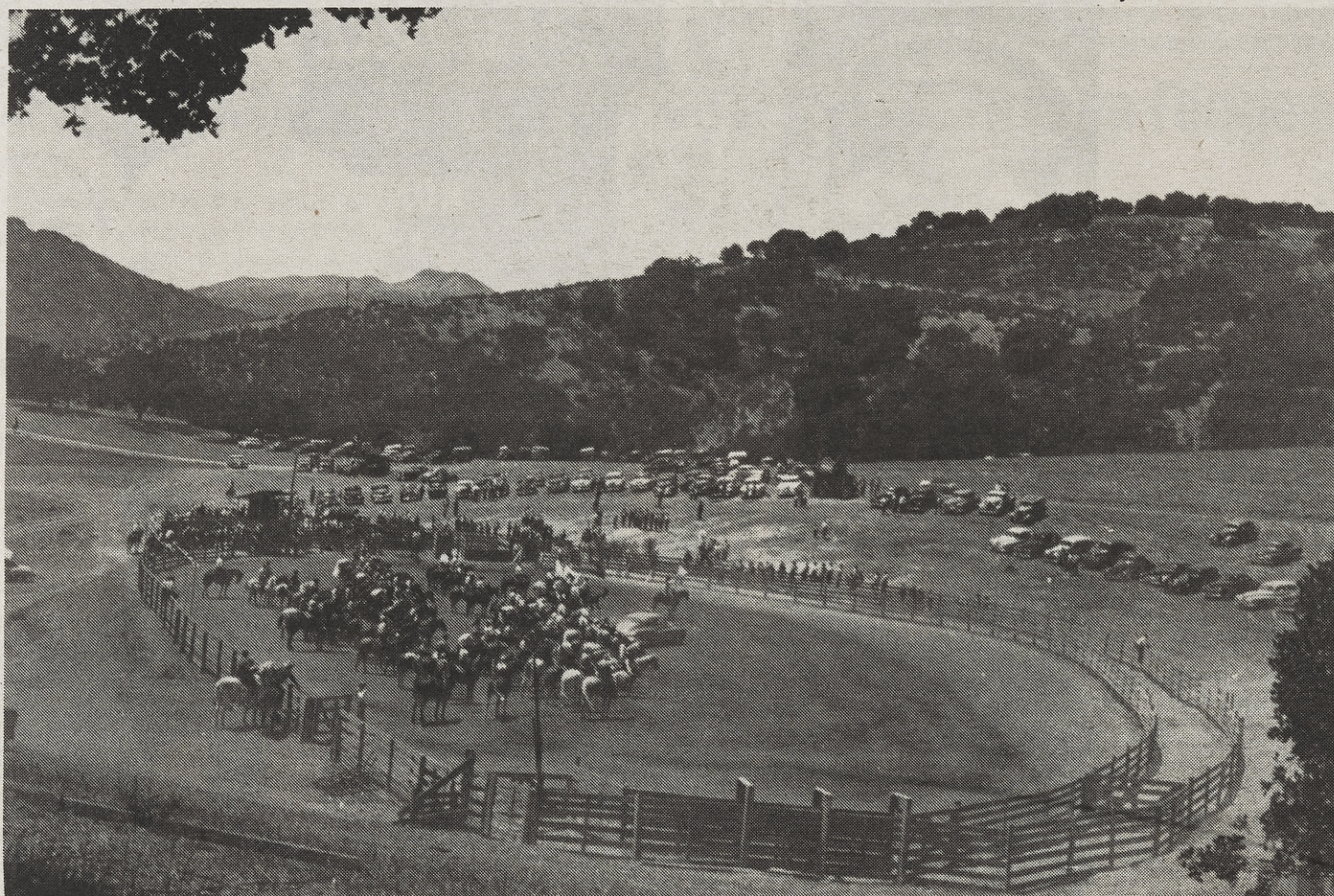
vian Ogden saw that all were well-rewarded for their efforts. Her gracious presence, love of good food, and unselfishness with her time and energy made her a hostess par excellence.

Clarence Holman died in the early 1970s. After Vivian Ogden Holman passed away in 1981, the ranch suffered years of emptiness and neglect. The spirit of the Holman Guest Ranch lived on, however, in the memories of Valley residents who

enjoyed so many wonderful, happy times there.

The resurrection began earlier this year, with the purchase of the ranch by Dorothy McEwen. The property is again in caring, hard-working hands of McEwen and Jim Fitch. Like Clarence Holman, they, too, have a vision for what this precious property can become, and they have started the process of making that vision into reality.

RODEO AT THE HOLMAN RANCH, probably in the early 1950s. Photo from the Pat Hathaway Collection.



Rosie's Cracker Barrel Welcomes Centennial Visits

The entire Clough family and everyone associated with *Stew's Plumbing* are appreciative of the honor and responsibility of "living" in *Rosie's Cracker Barrel*.

Since moving our business here Jan. 1, 1983, as tenants of *Rosie's* estate (his daughter Gail Brown is trustee), we have attempted to treat this historic spot with respect and affection. To date, we've completed more than \$21,000 in repairs and rehabilitation, while preserving the integrity of *Rosie's Cracker Barrel*.

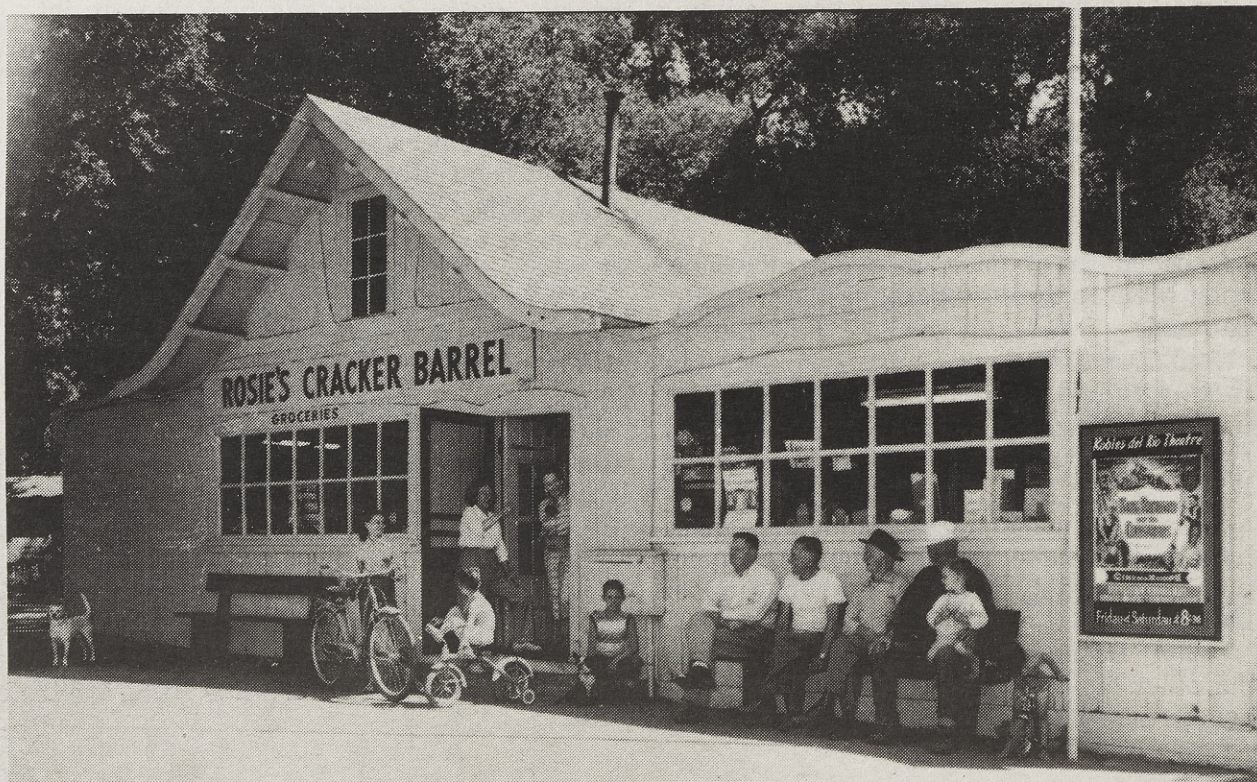
C.V. History Society makes use of *Rosie's* "famous" backroom for meetings and research efforts. When we first moved in, our wish was that the walls and that old backroom bar could talk of past days and nights.

We are happy to report that as time goes by, many former customers, friends, bench and stool warmers are dropping by to share their memories with us.

William Irwin "Rosie" Henry came from Carmel in 1939 to the little store and station on Esquiline at Carmel River. *Rosie* remained until his death in 1982. The post office located here in late 1940, with about fifty year-round patrons and the seasonal vacationers. This grew to about 75 regulars in the late 40's.

Bruce Ariss wrote lovingly in 1948 about his six-foot, 230 lb. friend, describing *Rosie* as an ex-Standard Oil worker and former Abalone League baseball player.

We will open Rosie's Cracker Barrel from 10 a.m. to 4 p.m., Aug. 5 and 6. Old friends (and new) are encouraged to visit, peruse the combined historic collections and hopefully, add to Rosie's lore.



ROSIE'S CRACKER BARREL IN 1945—Jet Porter and Kathleen Wood (right) in the doorway. Jet and her husband, Frank, ran Robles Del Rio Lodge until 1939 when Kathleen's husband, Bill, bought it. Rosie is on the left end of the bench, "Regular" Bob Ford is at right, with a young friend on his knee.

Rosie imparted a warmth of character and welcome to these buildings which started as the *Porter-Gould Robles del Rio* real estate tract office. Ariss described it as "...a weird mixture of old fashioned American country store, a western cow poke bar and a teensy-wee Carmel Village Shoppe."

Rosie's became the Carmel Valley hangout for the likes of actor Robert Young, cartoonist Virgil "VIP" Partch, Rex White (before his defection to Cachagua), Bob Ford (traditional lead man for the Salinas Big Week Rodeo parades) and many others.

As the Valley post office, folks from Farm Center to Jamesburg received mail from *Rosie's* pigeonhole arrangement. Their names included Anderson, Baldwin, Bridenbecker, Algrava, Church, Fry, McIntosh, Starret, Case, Koch, Wolferman, Weis, Haaren, Saunders, Rose, Shipley, Roberts, Martin, Ruehl, Conger and Burton.

During WWII, *Rosie* was a primary link with "town," delivering ice, milk, groceries and many "special request" items to customers/friends along C.V. Road.

Since he was not authorized for motor route mail delivery, naturally, *Rosie* "never" delivered mail. Although, R.F.D. somehow came to stand for *Rosie's Free Delivery* during those war years.

Rosie's Cracker Barrel during his lifetime was the Valley's social center for barbecues, dances and hayrides, with everyone welcome.

It was appreciated if you could help share the costs, but ?? When we occupied the premises, we found boxes of credit slips, most marked "paid." But from the number of unpaid accounts, we realized, *Rosie* was a special man, who ran a small business with a gigantic heart.

Our first transaction at *Rosie's*, a \$3.29 parts sale to "Flip" Hatton, was written on one of *Rosie's* receipt books (now under glass here at *Rosie's*).

Evenings are quieter at *Rosie's* now, but the bench is still out front, and Sandy keeps the candy jar stocked for our wonderful young friends in the Robles.

The entire Clough family—Stew and Sandy; Bill and Brenda Clough Reese and children, William and Alison Elizabeth; Phil (JR) and Tammera Clough Wright and daughters, Kristin Crispelle and Corin Wright, invite you to come by *Rosie's*, during the Centennial Days.

We hope you will share our joy in this historic home of friendship and good times.



INDIAN LEGEND about the discovery of Tassajara Hot Springs was honored by this old oil painting of a young Indian princess. Painting was done on granite at Tassajara Hot Springs by Harrison Fisher.

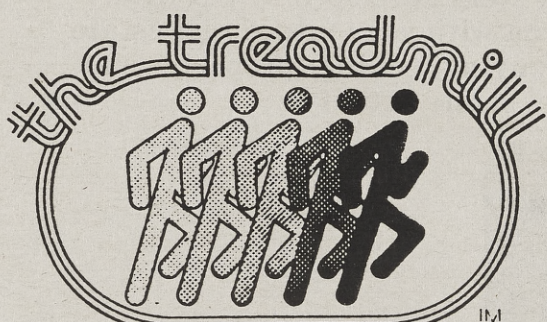
According to legend, there was once an Indian chief who was all powerful. He was the favorite of the Sun God that ruled the universe and received his powers from this deity. So supernatural was he that he could hear the grass grow and see his enemies and game a day's travel away. The chief had a young sister who was very dear to his heart, and when she became stricken with a strange malady, the medicine man ransacked the hills and dales for herbs for a cure.

Everything failing, the brother started her on a trip to the big water, hoping that the ocean would help her. By the time Tassajara Creek was reached, the sister had failed so much that she could go no farther. All the powers of the chief had failed, and her life was ebbing slowly. Finally, in desperation, he prayed to his Sun God, offering his own body as a sacrifice.

He fell prone on the ground. Although it was midday, the sun was soon obscured and the earth became dark. The body of the chief stiffened, and he grew rigid and turned to stone. As he dissolved into a mass of rock, hot tears poured forth. The sister fell prostrate over the sacrifice and was soon covered with hot tears of her sorrowing brother. When she rose, she was completely cured. The news of the miracle spread among the Indian tribes of California, and every year the lame, the halt and the blind wend their weary way to bathe in the hot waters which poured from the rock where the chief had died.

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QUAIL LODGE

'...a place of serenity'

By Ed Haber

In the entire United States, there are only 20 Mobil Travel Guide Five-Star properties, and one of these is in Carmel Valley!

What's interesting about this is that everyone involved with Quail Lodge is local: the architect, the contractor, the landscape architect, the interior designer, and even the managers.

The concept was conceived 30 years ago when Ed Haber and 30 other local residents acquired the Carmel Valley Dairy, which incidentally was owned by the Dwight Morrow and the Charles Lindberg families, and where the world-famous aviator would go on secluded vacations.

The dairy was so beautiful with its green, irrigated pastures and white fences that Ed Haber and his friends felt that the 250-acre property should be kept that way ... so, when the local dairies went out of business, they decided that a golf course and resort would be an appropriate use of the land. They dedicated 150 acres of the golf course land to a scenic easement, thereby ensuring that nothing could ever be built upon it, and it would be open space forever.

They were constantly reminded of how important green space is. Golf courses and parks are usually the only green that can be seen when flying over cities. Now, Carmel Valley has over 1,000 acres of green golf courses that can be enjoyed by everyone.

Quail Lodge was envisioned as a fine resort, sensitive to the area, a place of serenity — which it has become. There are some 25,000 lodging establishments in the United States

that are inspected for the prestigious Mobil Five-Star Award, and only 20 are awarded this honor.

Quail Lodge is the only property between Los Angeles and San Francisco to have received this Mobil Five-Star designation for the 13th year. This is a tribute to the local owners, managers and employees who put their hearts into it.

The original 250 acres has now grown to 850 acres. There are 11 lakes that serve as wildlife sanctuaries, for no hunting is allowed. As a result, many migratory fowl come in to visit. At last count, as of spring 1989, there were 103 species of birds and 83 different wild flowers.

Quail Lodge guests have the opportunity of walking the many trails. Water for the lakes and ponds comes from the original wells of the Carmel Valley Dairy of the early 1920s.

The golf course at Quail Lodge was built 26 years ago in 1963. An interesting point, that is also true in other golf areas, is that the residents who buy property on golf courses don't necessarily play golf. In fact, only some 30 percent do, and the other 70 percent have chosen to live there just to enjoy the green open space. Even those who do not live on golf courses like to drive by and enjoy the beauty of the greenery, flowers, and wildlife on their way home.

All in all, it has been a rewarding experience, besides providing employment for over 200 of our local residents. Quail Lodge has had wonderful support from the community.



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STAFF INCLUDES, from left: seated, Louise Bishop, Mike Marquard, E.J. "Gene" Erner, Ruth Pryer-Hardisty; standing are Chris Nunemaker, Robin Aeschliman, Loren K. Phillips, Susan Silver and Michelle Magrino



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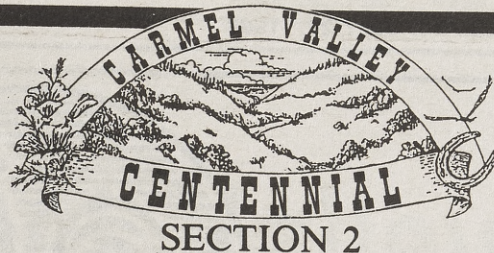
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"RICH PAST, FUTURE PROMISE"



This section focuses on the more recent history of Carmel Valley. It starts with James Craig's summary of *The Past Hundred Years*. It then features a history of early schools by retired teacher Sara Harkins.

Twenty organizations that help make Carmel Valley the vibrant community it is today have written their histories for

this Centennial edition. Oldest is the library, dating back to 1938. Our Lady of Mount Carmel Catholic Church began in 1947, followed soon thereafter in 1949 by the Carmel Valley Community Chapel, Carmel Valley Property Owners Association, and the Women's Club. Most recent is Carmel Valley Recreation and Park District formed in 1985.

Many other organizations that make important contributions to our community might have been included. Several were asked but failed to provide copy. The *Sun* apologizes to any that feel left out. Limits of time, space, and money required that a line be drawn somewhere, but there was no way to draw a line that would make everyone happy.

The Past Hundred Years

By James D. Craig

If the last hundred years of Carmel Valley's history weren't the most exciting, they were certainly some of the best, measured by any practical standard. The Pacific Improvement Company continued to dominate the Valley scene from 1889 through the next 30 years, lavishly celebrating the "Gay '90s" by upgrading its Del Monte Lodge on the old Rancho Los Laureles into a full time guest lodge (now Los Laureles Lodge) beginning in 1895.

Chinese laborers who were smuggled into the coast by boat at the mouth of the Valley typically sold for \$300 each. They provided the cheap labor on which the Valley's prosperity was built.

With the sudden flurry of activity resulting from the big construction projects, Montague Whitlock was able to initiate a long tradition of serving famous chicken dinners at the Rancho Carmelo, which he

began leasing from Joe Steffani in 1890. But when the prosperity bubble burst for the Pacific Improvement Co., and William Crocker brought in Samuel F. B. Morse to liquidate its Monterey County landholdings in 1915, nearly everyone was caught in the giant Octopus's undertow.

Morse, a grandnephew of the inventor of the telegraph, tried to sell the Rancho Los Laureles intact. When there were no takers, he formed his Del Monte Properties Company and hired Byington Ford to subdivide the rancho into 11 "gentlemen's ranches" and sell them piecemeal. Ford bought a large tract himself, which later became Carmel Valley Village, as did Samuel Morse, who named his property the River Ranch. Assisted by his wife Relda, Morse frequently entertained an array of Hollywood celebrities there, such as Charlie Chaplin, Ronald Coleman, Ginger

Rogers, Jean Harlow, and William Powell.

The Roaring Twenties also brought millionaire sportsman George Gordon Moore to the Valley with his purchase of the Rancho El San Francisquito (now part of San Carlos Ranch) from Bradley Sargent's heirs in 1923. On his mountain plateau, Moore built a fabulous 35-room mansion, now owned by the Oppenheimer family, and hosted polo teams from all over the world on his polo fields. Valley rancher Samuel C. Fertig bred some of the polo ponies used for those events. Moore also introduced the first Russian wild boar into the Santa Lucia Mountains.

In 1927 New York attorney Sidney Fish purchased the old Gregg Ranch on the slopes overlooking the mouth of the Valley and created another vacation retreat for celebrities, including Charles A. Lind-

bergh, George Gershwin, and Sinclair Lewis. The early '30s also saw Gordon Armsby turn his 400 acre tract, acquired from international golf champion Marian Hollins in 1929, into an exclusive retreat for famous Hollywood movie stars, most notably Charlie Chaplin and Theda Bara. From the ashes of the Pacific Improvement Co.'s demise, Carmel Valley was unexpectedly re-glamorized.

Bootlegging thrived in the hinterlands of the Upper Valley during the Prohibition years (1919-1933), as William B. Lambert, of the pioneering Lambert family, used his twin Pierce Arrow motor cars, one as a decoy, in running gun battles with competing hijackers along Carmel Valley Road. They were highballing some of the state's highest quality hooch to meet the demands of fashionable society throughout the Valley and the Monterey area.

Beginning in 1927, Frank and Jet Porter's Robles del Rio summer resort started a community which was finally recognized as such with the return of postal service to the Valley at Rosie's Cracker Barrel in 1941. Among the "Cracker Barrel Gang" who joined postmaster "Rosie" Henry at the backroom bar were cartoonists Hank Ketchum and Frank O'Neal.

In 1943, Clarence E. Holman purchased and embellished Gordon Armsby's abandoned guest ranch by adding thousands of acres and building a classic stone ranch house which soon became known as a "miniature San Simeon." The Holman Ranch became a central feature of the Valley when it hosted numerous horse shows and fiestas.

The Valley Village really got off the ground when Byington Ford subdivided his tract into the "Airway Village" immediately after World War II, using the airstrip as the focus for his envisioned community of aircraft commuters. Instead, it developed into the quiet country village it is now, where folk singer Joan Baez led the cultural revolution of the '60s and '70s from her nearby Miramonte ranch.

Added to this cultural mix were later arrivals, such as General Jimmy Doolittle of W.W.II bomber fame, actress Doris Day and entertainer Merv Griffin.

But for all the Hollywood glamor, the rural character of Carmel Valley survives even into present day 1989, a year of transition which has coincidentally seen the historic Los Laureles Lodge purchased by Gordon and Noel Hentschel, owners of the Stonepine Resort, and the Holman Ranch purchased by historian Dorothy McEwen, thereby perpetuating the commitment of Upper Valley ranchers to our rich historical heritage and sublime pastoral surroundings.



MOUTH OF CARMEL VALLEY as it looked in the early 1940s. This pastoral view of Carmel Valley prior to its development was taken from the bluff over what is now Highway 1, looking east out Carmel Valley Rd. Hatton Ranch in the foreground is where The Barnyard and Carmel Rancho shopping centers are now located.



MID VALLEY SHOPPING CENTER

Mid Valley Shopping Center was constructed by long-time local residents Paul Porter, Jack Craft, and George Clemens, and opened for business in October 1966. The developers chose the architectural style, a cluster of low lying adobe buildings, to blend into the colors of the hills and natural surroundings of the beautiful Carmel Valley.

Today the owners still take pride in sharing a deep desire and commitment in offering the local Valley residents an attractive and pleasant setting for their shopping convenience in which they can find a variety of retail and service stores. A wide diversity of businesses include: Safeway, Valley Cinema, Chevron, Mail Boxes, Etc., Mid Valley Pharmacy, Mid Valley Florist, Mid Valley Dry Cleaners, the Corner Coffee Shop, Valley Maid Laundromat, Mid Valley Pet Spa, B & B Pool Supplies, Acorn Hardware, Mid Valley Barber Shop, Patti's Hair Fashions, Mid Valley Movies, Golden Fleece Yarn Shop, Mid Valley Pet Hospital, and Cakes By Alessandro.

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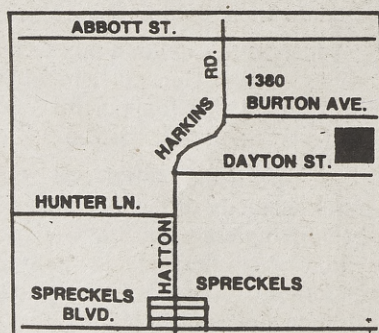
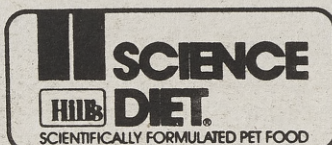
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Once Upon A Time ...

Going to School in Carmel Valley

By Sara Harkins

This is an incomplete, impressionistic account of the history of Carmel Valley schools. Research in the several Peninsula libraries and among former pupils, parents, and teachers reveals many discrepancies. The "facts" are subject to the fallibility of human memory and to individual interpretation. Please keep this disclaimer in mind as we spin our tale of the history of education hereabouts.

Carmel Valley, like all Gaul, was, it seems, divided into three areas, three school districts: Carmelo, Tularcitos, and Jamesburg-Tassajara. All were under the Monterey County School District.

In 1854, Monterey County had 506 kids, of whom only 70 were attending school. By 1874, there were 1,832 children out of school and 1,710 in school. The numbers in June 1880 were: Tularcitos area 21 children with 9 pupils; Carmelo area 54 children with 9 pupils; the "Mountain District" (perhaps Jamesburg) 52 children with 24 in school. By 1890 there was a school population of 3,650 in Monterey County.

The Original Carmelo School

The Carmelo School, built in December, 1858, on land deeded to it by James Meadows, was paid for entirely by subscription. The subscribers were Thomas Bralee, later first president of the school board and subsequently Monterey County Superintendent of Schools, James Meadows, Joseph W. Greg, David Jacks, Isaac Hitchcock, Francis Doud, James McDougall (who gave 1,000 feet of lumber and cash), Mr. Conover, Mr. Day, Mr. Lane M.D., Mr. Dugraugh, Mr. Gerdver, and Mr. Gardner.

These public spirited citizens donated \$235 total! It was enough. The frugal folk built and paid for their school and had enough left to pay the \$30 salary for Carmelo's first teacher, Mrs. Gourley.

Some stories claim that James Meadows himself made the desks at which the children worked. However, there was listed among the original disbursements \$16.50 to a Mr. Richards to pay for desks.

Teachers' salaries fluctuated with the treasury. Sadie St. John taught in the spring of 1880 for \$50 per month, but by June her voucher was drawn for "the balance of the treasury." Sometimes a teacher would have to wait several months for his/her money.

One time, in the spring of 1866, when times were really tough, the board discharged Mr. Isriel Gibbs, who was paid \$60 a month. They replaced him with Miss Annie Phillips. Her salary was \$50. School was in session all summer when it was possible for the kids south of the river to get there. Vacation time was in mid-winter, when the river was apt to be too high to cross.

The New Carmelo School

In 1916, 17, or 18, depending on which account one accepts, a new school was built right in front of the old one. It is still standing to the west and a little behind the Mid Valley fire station. The Carmel Pine Cone, March 29, 1916, reported "the electors of Carmelo School District authorized a bond issue of \$2,000 to erect and furnish a modern school building." The Nov. 22, 1916, Pine Cone carried news of "a house warming and inspection" of the new school, complete with "speeches and music." Carmel Martin and Superintendent Schultzburg were guests of honor.



ANNA HATTON MARTIN, 1876-1939, served on the Carmelo School Board. Photo from collection of Marcia DeVoe.

The original school burned down shortly after the "new" school was built. Subsequently a wing was added to the new Carmelo. At least that was one version of the fire. Another was that there were two

"old" buildings before the "new" one. Take what suits the tales you've heard.

Phyllis Meadows Smith and Emily Martin Williams graduated from Carmelo School in 1926. Marcia DeVoe, historian and photographer, arranged a meeting with them for your reporter. They shared some of their memories. Graduating with them were Royden Martin, Jack Martin, Billy Cook, Sally Scarlett, and Arthur Northcup.

The ladies remembered an auburn haired teacher named Miss Griffin and a Miss Winkle. There was one teacher and one room for eight grades. Most of the children brought their lunch buckets, but Phyllis had to walk home to eat because she lived so near, about a mile or so.

When a teacher was hired, frequently by mail order, she/he would arrive on the train from San Francisco, be picked up in Monterey by wagon to be transported all those long, bouncing miles out into the wilds of Carmel Valley. Some teachers, like Rose Nason, were local. Some came from afar, met a local boy, married and settled here.

One teacher was visited at school by a spurned suitor who proceeded to do himself in right there in the school room. Fortunately teacher had the foresight to send the children packing as soon as lover-boy showed up, so they did not witness the high drama.

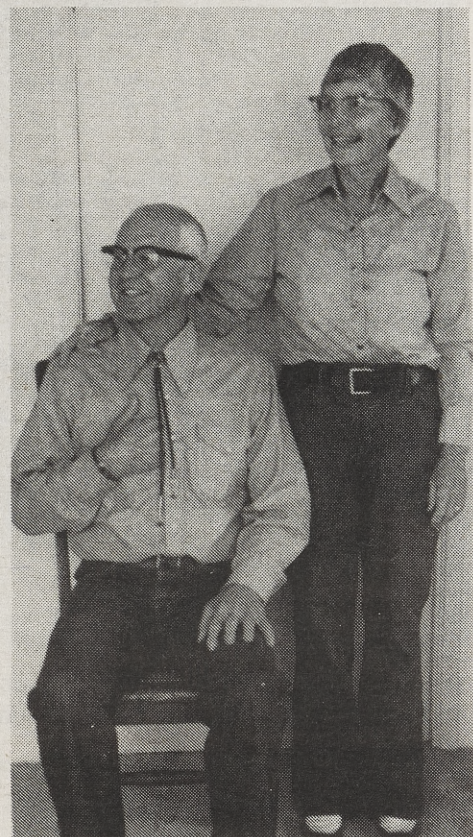
Carmelo graduates in the early days could go in to Pacific Grove High School. They would board with friends or relatives during school sessions. Later, when Monterey began a high school, they went there. By that time there were automobiles, so the students who could drive would load up and transport as many kids as they could carry. A rough trip, but fun.

The New New Carmelo School

On September 15, 1956, the New New Carmelo School that we all know was dedicated. It is on the south side of Carmel Valley Road, just across the road from its predecessors.

At the opening ceremony, William Hatton traced the history of Carmelo in a brief talk. The project's architects, Thomas Elston and William Cranston, were introduced.

The new principal, Dick Lawitzke, chaired the program. He introduced Miss Gladys Stone, County Superintendent of



LEONARD AND EMILY WILLIAMS both served on the Carmelo School Board. Photo from collection of Marcia DeVoe.

Schools, and Dr. Edward Marcucci, representing the citizens committee that backed the \$50,000 bond election to finance the building.

Also on the program were remarks by former teachers and principals — Mrs. Irene Hatton, Mrs. William Rhyner (nee Rose Nason), and Mrs. Everett Smith.

Student leaders who accepted gifts of United States flags were: Rebecca Juarez, President of the Lower Grades, Janice Wilder, President of the Intermediate Grades, and Lee Otter, President of the Upper Grades.

The statement of dedication was given by Chairman of the Carmelo School Board, H. G. (Ted) Gamble.

At this time Kindergarten classes were still conducted across the street in the "old" Carmelo annex. After Carmelo was enlarged with a new wing in 1961, the Kindergarteners moved across the street to join the big kids. The County Board of Education used "Logan Hall" (as the old

Continued on next page



THIS THIRD INCARNATION OF CARMELO SCHOOL was built in 1956. This picture is believed to have been taken at the opening ceremony.



TULARCITOS SCHOOL was located just east of the entrance to Russell Ranch (now Stonepine) when this picture was taken in 1950. The building later became Subud House and then Sunshine Day Care Center.

Schools *Continued from previous page*

building was renamed) as a special education facility. Pupils needing special instruction were brought to the school from all over the Peninsula.

On January 14, 1958, residents of Carmelo School District voted to join the Carmel Unified School District. Carmelo students eventually went on to Carmel Middle School and High School. Carmelo School thrived in this fashion until 1982, when the CUSD board decided it no longer had enough students to justify continued

operation. The students were disbursed, some to River School, most to Tularcitos. Carmelo School closed its doors ending a 125 year story.

Tularcitos School

Tularcitos School's history was so well done by Mrs. Vi Belleman's students that I'll let it stand as it is. Here's what the pupils themselves wrote in 1970 in a book they prepared on Carmel Valley history. The student authors were Anne Marie Lang, Denise Sherman, Vanessa

Rammel, Rosalie Belleci, Angie Hohler and Mary Harris.

"The original school in Carmel Valley was located at the foot of the Los Laureles grade, across the Carmel Valley Road under the oak trees. Mr. Frederick Feliz was the school master. Later it was moved to where Joan Baez had the Peace School. The land was donated by my (Anne Marie Lang) great, great, grandfather, Alberto Trescony, who was the owner. He got the ranch on a foreclosure from Gomez. From

that time hence the school was called Tularcitos.

"The school was well populated by the Bertas, Wilmots and other old Carmel Valley families that are still in residence here. The first Tularcitos School was a wooden structure. After Robles del Rio was subdivided, and there was an increase in the population, a new building was erected on the same site.

"Once again the population exploded and a new site was selected and the present Tularcitos School was built. The land of the present school site belonged to the Anderson Split Pea Soup owner. Mr. Anderson used it as a hideaway to get away from business. One evening his house burned to the ground and he lost his life. His heirs sold the land to the Carmel Valley School Board (before we joined Carmel, we were a county school).

"In 1951, Robert Stanton, the Valley architect, designed the school. It was the building that the library and the second grade is in now. In two years it was again too small, and the second building was built parallel to the first. So the school grew until our present size.

"We joined the Carmel Unified School District in 1958."

Cachagua-Jamesburg-Tassajara

The schools in the Cachagua-Jamesburg-Tassajara area were the most peripetetic of all the Valley schools. Not only did they move a lot, they changed names several times, too. The June, 1880, school census lists "The Mountain School" which one of our consultants thinks may have been somewhere in the upper Carmel Valley.

Once there was a school at Jimmy Bell's place. Mrs. Cahoon taught there. At another time, before or after Bell's, memories aren't certain, school was held on the Tregua Ranch. Bill Lambert, Sr. went to school at Walter Johnson's place in the 1920s. Sometimes there was no school out that way, and the kids would go in to Tularcitos.

Continued on next page

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Schools

Continued from previous page

There is a wonderful story about Mrs. Vasquez, who lived in the Cachagua area. Once upon a time, probably in the early forties, she was a car pool mother (sort of). She would load up her Packard car with her kids and as many of the neighbors' as would fit, plus a good saw, a shovel, and a hatchet, just in case.

Off they would go over the hill to Tularcitos School, which was then next to where Stonepine is today. If it were too wet or too snowy, they would have to take the long way around by Tassajara Road. Now, it was much too far for Mrs. Vasquez to return home and then come back for her passengers, so she devised a plan. She jammed her sewing machine into the back seat along with the kids, and sat there doing her sewing while waiting. That's an enterprising woman.

Around 1940 or so, a fine new school was built on Cachagua Road. Actually, it was across the creek. John Ostrander was the contractor. At first it was called Cachagua School, later it became The Jamesburg School. Lucy Neely McLane was the first teacher. She was highly educated and had many credentials. She had to be more qualified than the usual elementary school teacher, because Ken-



'NEW' CARMELO SCHOOL was built about 1916 and is still standing next to the Mid Carmel Valley Fire Station.

neth Bousfield was a 9th grader and was entitled to a teacher qualified to teach high school.

It was no easy task to entice a teacher out into the mountains to a one room, 8 or 9 grade school. Until 1945 there were

no living quarters at the school, so the teachers had to live with one of the families.

Teaching Cachagua-Jamesburg kids was not exactly a piece of cake. School began when they got there, usually in teacher's car, although at some point a station wagon was bought. Some of the students walked. Some rode to school and tied their horses to trees in the school yard.

There was no fence around the school in the early years, so when the creek was running the boys would go fishing at recess time and forget to come back. During hunting season, the teacher would check in the guns and return them after school.

Jamesburg was a part of the King City High School District. It made sense on a map but not in reality. However, it was possible for the students to obtain inter-district transfers. Some went to Salinas High, in fact the entire graduating class of 1949, Rose Nason, Roy Fellows, and Bill Lambert, Jr. went there. Sometimes kids boarded in town and went to Monterey High. A few chose Carmel. King City

District had to bear the cost of transportation and tuition.

In 1948 Carmel Valley residents sought entry into the Monterey High School District. There was a huge turn out in the upper Valley. Forty-four people voted to remain with King City, which had a lower school tax, and 40 voted to go with Monterey.

It wasn't until 1957 that petitions were circulated throughout the Valley to annex to Carmel. This time, from Carmelo, Tularcitos, and Jamesburg, a substantial majority voted to become a part of the Carmel Unified School District.

The fat yellow school buses now traverse this valley from Jamesburg to Highway 1 many times each day, carrying our kids in their search for knowledge along the way toward wisdom.

Editor's Note: Research for this article was supported by the Carmel Unified School District. Their assistance is greatly appreciated.



ORIGINAL CARMELO SCHOOL built in 1858 near current Mid Valley fire station. Picture taken in 1914 or 1916. Mrs. Amelie Elkinton, of the Monterey History and Art Association, has a note from the teacher, Rose Nason (Mrs. William Rhyner) telling names of many of the students. Names we still know include Martin, Meadows, Tomasini, Wolters, Vasquez, Parker and Ollason. Photo from collection of Marcia DeVoe.

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SITE FOR CONSTRUCTION OF QUAIL LODGE was cleared with the aid of this fire training exercise photographed in 1966. Construction of Quail Lodge began the following year. Note Valley Hills Shopping Center is in the background on left.

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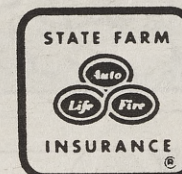
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Station House Property Bought for Only \$1,700

By John Radon

The Tularcitos Fire Protection District which later became the Carmel Valley Fire Protection District, was formed by resolution of the Board of Supervisors on December 6, 1946. It is one of the oldest organizations in the Valley. Supervisors appointed three interim commissioners to formulate plans for the district.

At an election in April, 1947, the voters gave a mixed message about the supervisors' action. They refused to fund the district, but they did elect three permanent commissioners: Milton Kastor, Paul Porter and Frank Lang. These men met frequently during the next year among themselves and with ranchers and businessmen to examine the needs of the district. They prepared a budget so that they could again request funding in the April, 1948, election. This time the voters approved and also elected Norman Marshall to fill the position vacated by Commissioner Lang.

District Commissioners then contracted with the California Division of Forestry for interim fire protection, and set out to purchase property and equipment and recruit volunteer firemen.

The 1.67 acre site of the current fire station on Via Contenta was purchased in September, 1948, from Tirey Ford for the discounted price of \$1,700. Tom Elston Jr., architect, designed the original station.

Contractor and volunteer fireman Ralph Stean supervised the volunteers who provided the labor for construction of the 2 bay apparatus room. Material was donated largely by M. J. Murphy.

The newly recruited volunteers, including valley oldtimers Orville Dutton, Sid Williams, Pete Danielson and Ed Mayfield, met at The Hitching Post (Murphy Lumber's parking lot) for several months.

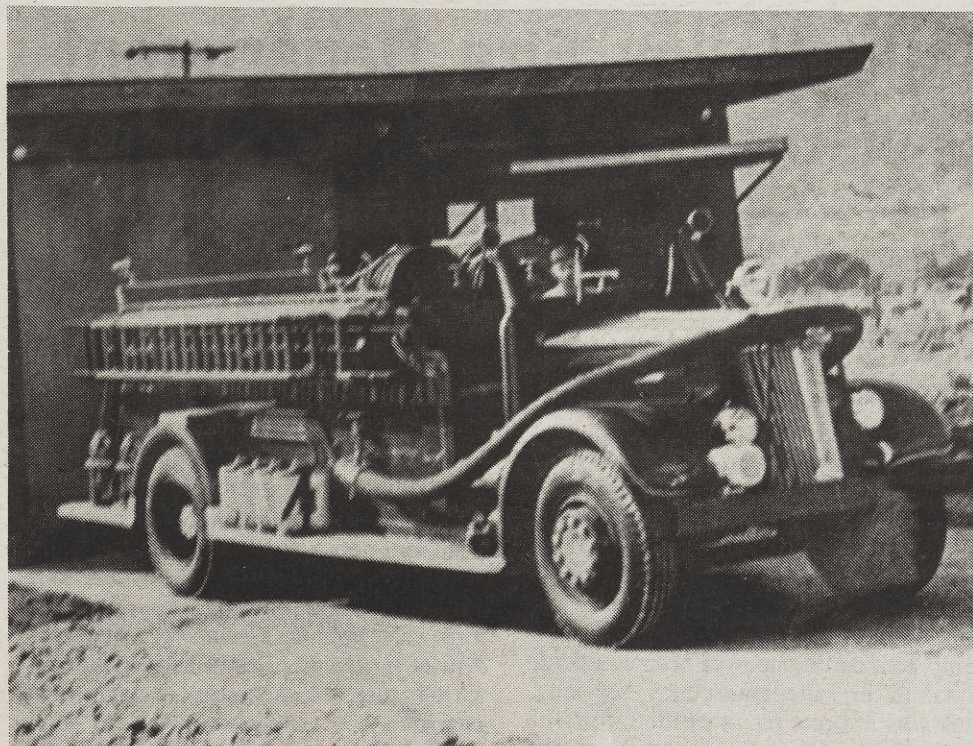
They then held their organizational meeting on November 12, 1948, at Frank De Amaral's barn, which later became the Tantamount Theater. Les Ball was appointed Fire Chief at that time.

The White/Van Pelt fire engine, which now resides at the community park playground, was delivered to the district on November 19, 1948, at a cost of \$14,200.

In September, 1953, to avoid confusion with the CDF Tularcitos station at the San Clemente Dam gate, the district's name was changed to Carmel Valley Fire Protection District.

As new engines were purchased, additional bays were added to the station, as well as offices, a meeting room and communications center.

The volunteers did not receive full turnout clothing until after the Carmel Valley Inn fire on the freezing night of October 13, 1966, when Commissioner Morden Buck brought all the blankets and



FIRST FIRE ENGINE purchased by Carmel Valley Fire Protection District in 1948. The engine is now at the Community Center playground.

coats he could find to warm the soaked firemen.

In 1969 the Little League field was moved, and a 2,400 square foot training building for the volunteers was built.

At the request of directors of County Service Area 59, the commissioners voted in 1972 to annex Mid Valley into the district. A few outspoken property owners accused them of a power grab, so they backed off. Commissioner Ed Haber resigned and helped form Mid Valley Fire Protection District. With the approval of the volunteers, CVFPD contracted with the Mid Valley district to provide fire pro-

tection in their area until their fire department was operational.

The need for more spacious and modern facilities led to the demolition of the old building and construction of the present fire station in 1977.

Currently, the district is administered by commissioners Larry Busick, Bud Hobbs and Jerry Kurz, who are elected to four year terms. The fire department consists of a secretary, four paid and 32 volunteer firemen, led by Fire Chief Robert Heald and assistant chiefs Don Corona and Bill Parham.



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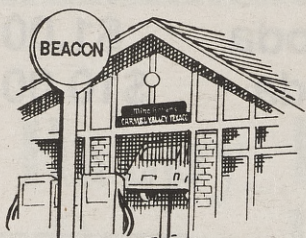
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Mid Valley Fire Department Is 'Grass Roots Government'

By Capt. Sidney Reade

The Mid Carmel Valley Fire Protection District is an example of successful grass roots government.

In 1969, a group of five Mid Carmel Valley residents met in a living room and discussed the need for local fire protection. At that time, fire protection came from the California Department of Forestry on Carmel Hill, and it was primarily wildland protection only. The local residents began the many steps required to form a Special District, and the Mid Carmel Valley Fire Protection District was born.

In 1976 a fire station, fire apparatus, equipment and manpower became operational to provide emergency services. This was a direct result of the efforts of local citizens voting to support these services. A volunteer Board of Directors was appointed by the Board of Supervisors to administer the services. The first board consisted of the five men who initiated the formation of the fire district: Skip Marquard, Michael Tancredi, Edgar Haber, Steve Thigpen and William Brown.

With limited funds available, the Mid Carmel Valley Fire Protection District was designed to be a "volunteer" fire department. Once again, the local community was supportive and over 25 men and women from the Mid Valley area joined the fire department and began their training in January of 1976.

The district provides emergency services 24 hours a day, including fire suppression, emergency medical response, ambulance service and service-assistance type response. Other related services provided to the community include fire prevention and public fire safety education. The fire station maintains an "open to the public" approach, and someone is always available

to answer questions, provide assistance or give a station tour!

The district now maintains a strong volunteer staff of thirty members supported by a paid staff of seven, including a Chief, three Captains, three Firefighter/Operators and an Administrative Assistant. The department maintains a unique blend of paid/volunteer responsibilities, with both paid and volunteer members in management and command positions. This provides the community with a level of service it would not otherwise be able to afford. The volunteer manpower saves the district hundreds of thousands of dollars which might otherwise be spent in salaries.

Over the 13 years of operation, the stream of new volunteers has been steady. The minimum age to join the Mid Carmel Valley Fire Department is 18, and members generally range from 18 to 65+ years old. Occupations of the volunteers range from horseshoer/blacksmith to school teacher, with everything in between. This group of people, who might not otherwise ever come together, shares the satisfaction of serving the community in a very unselfish way, putting their own lives on hold as they respond to the need of a fellow citizen. There is no pay for their efforts, only a large pat on the back and the support of the community.

Community support comes in many shapes and forms. It is rare that the department does not receive a heartfelt thank you letter from those who receive fire department services. Generous donations are also received to support the department's emergency medical services and ambulance, which are offered by the volunteers free of charge. While the volunteers do-



MID VALLEY FIRE STATION as it looked when it opened in 1976. Major remodeling of the station was completed in 1989.

nate their time and efforts to train and respond to emergency medical alarms, the ambulance and specialized equipment is provided through the generosity of the community.

The district's fire station was remodeled recently, and the facility now has enough office space, sleeping quarters and apparatus bays to house the current staff, apparatus and equipment. The fire station includes a Community Room which serves as a meeting room for any local group.

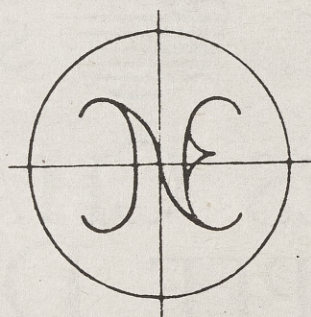
The Fire District's organizational structure and operations have not changed much in the 13 years of operation. Only some names and faces have changed. The current Board of Directors consists of Joan Rossi, President; Anne McGowan, Vice

President; Gene Erner, Secretary; Gerald Harner and Dr. Tim Heaston.

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That quote is from Roy Chapman Andrews, noted world explorer most famous for his discovery of dinosaur eggs in the Gobi Desert of Mongolia. He made the comment upon retiring and taking up residence in Carmel Valley in 1954, as reported in the *Carmel Valley News*.



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CVPOA Leadership Led to First Master Plan

By R. T. Nimmons

The Carmel Valley Property Owners Association (CVPOA) and the Carmel Valley have had a love affair going for 40 years, so it is only natural that they should celebrate their birthdays together in the same year — CVPOA's 40th and the Valley's 100th. That's the view of the present custodian of this love affair, Max Chaplin, CVPOA president, and his 14 member board of directors.

There aren't too many people in the Valley who remember the founding days of CVPOA in 1949. One of them is William Wood, age 86, who was the association's first president. Why was it founded?

"Some of us realized that the Valley, in the post World War II years, was on the verge of major changes and certainly some development, both at the foot of the Val-

ley and around Carmel Valley Village," Wood says. "At that time, the Robles del Rio area was the only really developed section of the Valley. The rest was mostly in agriculture. The only neighborhood organization existing was the Robles Del Rio Improvement Club. We needed a group with a broader Valley view, so we formed the Carmel Valley Property Owners Association."

Prime movers were Wood, Orre B. Haseltine, Francis Fertig Hobgood, Frank Porter and Kenneth Caldwell, America's former ambassador to Ethiopia and vice consul to China.

"Even then," Wood recalls, "we were concerned about water and there was talk about the need for a dam."

CVPOA's founders were none too early in their concerns, for postwar development

began in earnest during the early 1950s.

Ed Haber, owner and developer of Carmel Valley Golf and Country Club, was CVPOA president in 1955. He recalls that the association was concerned then with two major issues: the process of downzoning residential lots to one acre, and preparing zoning regulations to both define and limit areas of commercial growth in the Valley. It was then that the mouth of the Valley, Mid Valley and the Village area were selected as prime commercial areas with most of the rest to be devoted to homes and agriculture.

It was about this time also that the first stirrings occurred in regard to the need for some type of master plan to control and guide Valley growth. CVPOA formed a finance committee to discuss ways and means of hiring a "recognized planning

consultant." Leaders in this effort were Haber, Orre Haseltine, C. B. Raymond, J. Sigourney, Len Klene and Paul Jones.

The consultant was hired in 1954 to prepare a master plan draft. In 1961, as a result of CVPOA's leadership, the Board of Supervisors adopted the first Master Plan. Carmel Valley was the first unincorporated area in the U.S. to develop and adopt such a plan.

From that time on, the Valley's Master Plan has been a major point of CVPOA's interest. The Master Plan has consumed literally thousands of volunteer man and woman hours as it was been drafted, improved, re-studied and re-worked, litigated and implemented. One of the association's prime focuses today is how best to implement the current plan, and, with it control orderly growth in the Valley with minimum harm to the environment and the style of rural living to which Valleyites have become accustomed.

Ed Lee, CVPOA president in 1970, recalls the association's leading concerns were the degradation of the Carmel River; hillside zoning where CVPOA tried unsuccessfully to convince the Board of Supervisors that building on a 30 degree slope was not desirable; and what was becoming known as "The Hatton Canyon Road." CVPOA's membership at that time, he recalls, favored a two lane road through the canyon, scenic, winding, and not high speed. Membership, then, stood at between 400 and 500 property owners.

By the early 1980's, when Jack Sassard was president, issues were heating up and so were the membership rolls as property owners became concerned and interested. Membership peaked to perhaps its highest historic level, about 1,600, as Sassard recalls. After much discussion and public debate, the Robinson Canyon interchange at Carmel Valley Road, designed by CVPOA and Landmark's engineers, was pushed through the Board of Supervisors. CVPOA agitated for a better septic disposal system at the planned White Oaks subdivision; construction was delayed and a law suit begun. Improvements were agreed upon and construction proceeded. The Master Plan, Sassard recalls, was a lively issue. A building moratorium was placed into effect while refinements in the plan were being developed.

As the 80s close and the 90s begin, Max Chaplin, CVPOA's current president, predicts that CVPOA will continue its unrelenting efforts to keep the Valley one of the outstanding rural garden spots of California and the west.



CLEAN UP DRIVE to pick up litter and junk along Carmel Valley Rd. was sponsored by CVPOA in fall of 1952 and again in 1953. Here Marian and the late Alex Weygers sit at the dump among the truck loads of refuse that were collected. There was a tailgate picnic at the end of the day's work.

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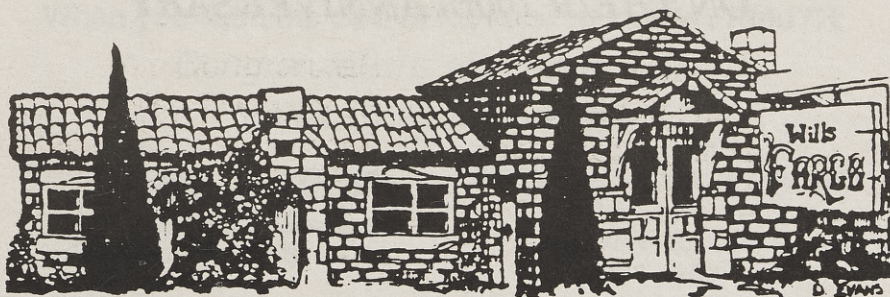
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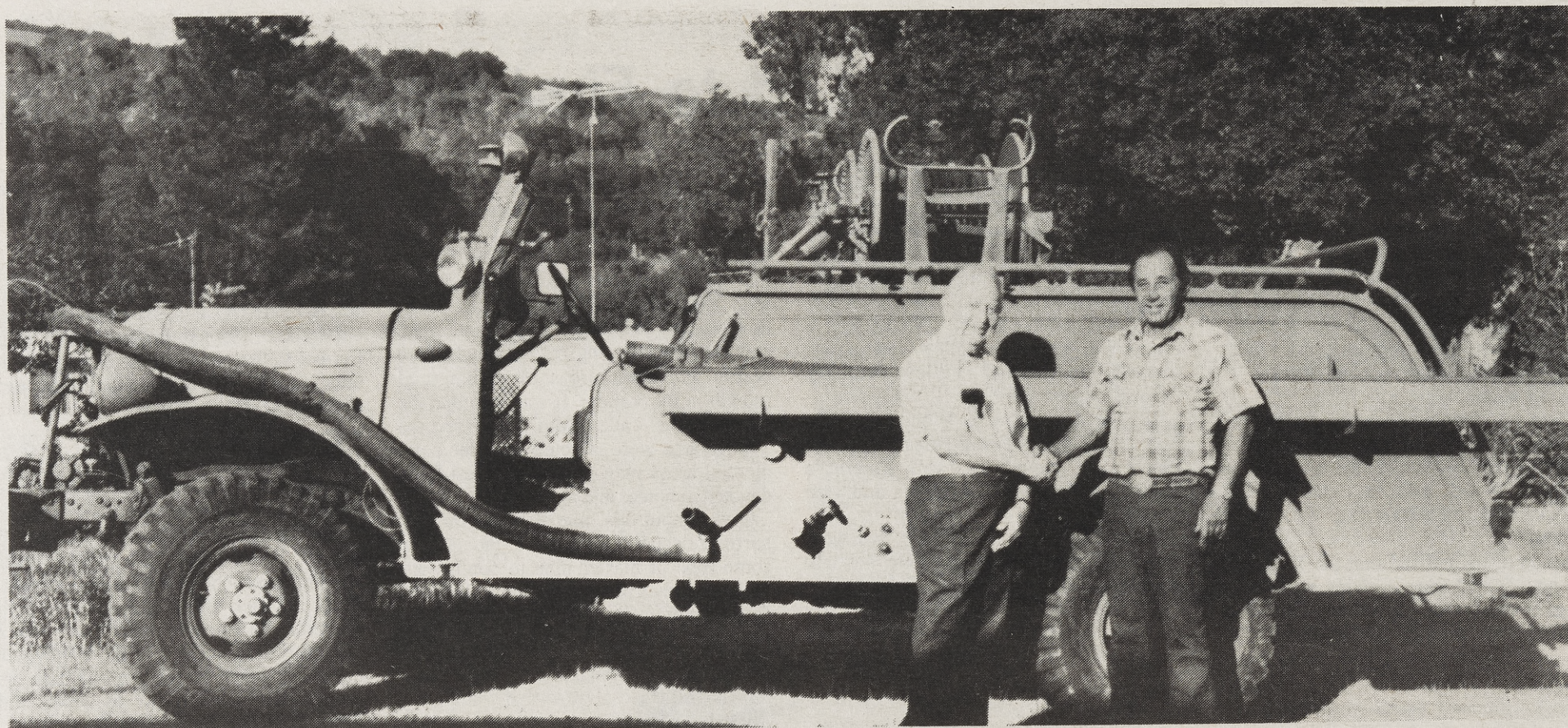
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CACHAGUA VOLUNTEER FIRE COMPANY Founders Rex White and Emil Pozzi, alongside "Old '51" congratulate each other "...on making it this long." The company's original Power Wagon engine became the only water source in the Cachagua region for the first 24 to 30 hours of fighting on the Marble Cone fire in

1977. "We parked in the middle of the river and pumped all the water for every unit up here, until the Forest Service could get one of their big rigs in here to take over the bulk of the pumping. She only shut down for refueling the whole time," they report. The Company is supported with gifts and fundraisers. (Sun Photo)

Community Support Maintains Cachagua Fire Volunteers

Cachagua Volunteer Fire Company is among a half-dozen such "subscription funded, non-tax-base" volunteer units remaining in California.

Fundraisers during the late 1950's, through the early 1970's, with proceeds donated to Carmel Valley Fire Department's emergency crews for their services to the Cachagua community, became the Cachagua Company's early foundation.

Tularcitos/Carmel Valley District Commissioner Paul Porter, in appreciation of

the "mountain friends" support for the "Village district's" services assured them that when the 1951 Dodge Power Wagon fire engine was retired in the Village, Cachagua would get it.

However, when that time came in 1974, Cachagua found itself competing with a Big Sur "pig feed-plus \$500" for the unit. An auction followed at Porter's insistence, with Rex White handing over his personal check for \$1,500 for the unit. (Cachagua has since contributed no fundraiser revenue

to CVFD, although firefighters operate with mutual assistance pacts.) White has been the only CVFC president from 1974 to 1989.

Irvin Geike, vice-president, was an experienced firefighter on the East Coast before settling in Cachagua. He and Emil Pozzi became the only available qualified engine operators. Pozzi and Richard Backeberg, became training officers. They are unreservedly credited with having trained the small company into their present top-notch quality, starting with a large trainee group, trimmed to about 12 current fully-qualified volunteers.

The company's financial status was stabilized by Ben Blomquist, who gave two \$10,000 gifts, and then left more than \$25,000 for the company in his estate. ComSat donated \$500 in 1968, continuing donations with cash, communications equipment and other help. Other cash and materials donations came from area residents.

Dominick Orso was company vice-president until his death in 1988, when Geike moved up. Emilio Pozzi has been the only company chief. Jim McPharlin became assistant chief in 1988, with Jaime Del Valle and David Simpson, captains. Flo Dameron is secretary, Connie Wheeler is treasurer, with Barbara Pozzi, Dee Carlson and Denny Smith, directors.

A firehouse on land provided by White at Prince's Camp was started with the first section completed in 1978, and a second addition completed in 1984.

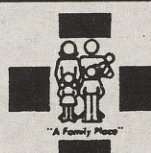
The original Power Wagon engine is "95% retired under Geike's awning." The company owns a "squad emergency vehicle," and 1953 and 1956 Mack pumpers, donated by Steve Miles of Cachagua and Harold Olsen of Carmel Valley.

They are leasing a four-wheel-drive engine/pumper from the U.S. Forest Service.



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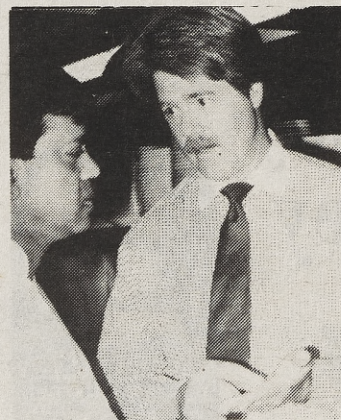
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Institute for Research in Astronomy

Chews Ridge Observatory Brings the Heavens to Earth

By Dr. Hazel E. Ross

One of the finest astronomical sites in North America is at Chews Ridge, 5,000 feet above sea level in Upper Carmel Valley. Far from the coastal fog, the air is clear, and the winds from the ocean flow over the site undisturbed by intervening peaks. This results in exceptionally stable air above the telescope, so that stellar images stay small and very steady.

This is why Carmel Valley was selected as the site for the first independent, professional astronomical observatory formed in the United States since the turn of the century. An advantage of being independent of any university or other affiliation is that the site for the telescope can be selected for primarily astronomical reasons.

Such independence carries with it a heavy burden, however — the need to obtain financial support from private sources. The story of the Monterey Institute for Research in Astronomy (MIRA) is an interesting tale of scientific entrepreneurs who realized they could not depend upon government to realize their dreams. It is a tale of telescopes, instruments and buildings, innovative designs, and squeezing the maximum benefit out of every dollar. It is also a tale of the many people who helped turn a dream into reality.

MIRA's success is, in large part, due to the support of Friends of MIRA, which has members not only from the local community but all across the United States and as far away as India.

The story starts in 1971, when government support for American science was dwindling, and many highly trained and talented research scientists were being forced out of their chosen fields. A group of six young graduate students at the Warner and Swasey Observatory of Case Western Reserve University in Cleveland met with Dr. Bart Bok, President-Elect of the American Astronomical Society. With some trepidation, they told him of their plan to establish a new institute of astronomy and seek support from the public rather than the government — a return to the way astronomy was conducted

earlier in the century. Dr. Bok enthusiastically encouraged them to proceed.

From the beginning, MIRA received broad support from the astronomical community. Carl Sagan arranged for them to discuss the project at a meeting of the American Astronomical Society. Dr. William Bidelman, then director of Warner and Swasey Observatory, helped finance their trip to the meeting. There, Bruce Weaver met with Dr. Martin Schwarzschild, then director of Princeton University Observatory, who offered them the long term loan of an exceptionally high quality 36-inch telescope mirror. It set the standard for all that was to follow.

MIRA was incorporated as a non-profit, tax exempt organization in 1972 by the six astronomers — Craig Chester, Cynthia Irvine, Nelson Irvine, Albert Merville, Hazel Ross, and Bruce Weaver; two associates, Ann Merville and Sandra Weaver; and one programmer, Donna Burch.

The U.S. Forest Service gave MIRA a use permit for the two-acre site on Chews Ridge, and a short access road was built with the help of an MPC surveying class and an Army Engineering Battalion from Fort Ord as part of a training exercise.

The telescope was the next item of business. Dr. Frank Melsheimer, then Chief Engineer at Lick Observatory, had some ideas for an innovative design and was eager to try them out. His fee was just what MIRA could afford; he charged for only ten of the hundreds of hours that he put in on the design. In 1974, MIRA received a grant of \$76,000 from the Research Corporation to build the telescope. Many corporations donated materials and components for the telescope so that it could be completed within the \$76,000 budget. The off-the-shelf replacement cost would be around half a million dollars.

Today, professional astronomers rarely make direct visual observations. Sophisticated detectors are used to process every possible photon of starlight. Thanks to grants from the Hewlett Foundation, the Hoover Foundation and the Research Cor-



MONTEREY INSTITUTE FOR RESEARCH IN ASTRONOMY'S observatory on Chews Ridge was dedicated in 1984. The arched roof slides back to open the skies to the telescope.

poration, augmented by donations of components from various companies and the efforts of several dedicated volunteers, MIRA has the same type of sophisticated instrumentation that is found at the largest observatories, but at much lower cost.

Finally, the building to house all this was designed by an innovative volunteer, Lawrence Bernstein, a Los Angeles architect and amateur astronomer. He created the concept for the unusual roll-back roof building that allows the telescope access to the entire sky without the encumbrance of a slow-moving dome. Bernstein's ideas were further developed and completed by the Monterey firm of Hall, Goodhue, Haisley, and Barker.

It required money, and lots of it, to transform the building from paper to concrete, steel and wood. In 1981, Dr. Bernard Oliver, then Vice President for Research and Development at Hewlett-Packard, offered a matching grant to build the observatory. A grant from the Maurine Church Coburn Charitable Trust increased the scale of the matching program. With the help of foundations, corporations and many individuals, both grants were matched by the end of 1982. Other gifts increased the capital available for the building to over \$800,000.

The Oliver Observing Station on Chews Ridge was dedicated in 1984 and won an

American Institute of Architects Honor Award.

Since then, MIRA astronomers have been carrying out research on a wide variety of topics such as very young stars, stellar rotation, starspots, star formation, stellar classification, and hot massive stars on their way to supernovae or black holes.

MIRA astronomers and volunteers delight in sharing their excitement for astronomy with the community through star parties, lectures, outreach programs to the schools, and tours of the observatory.

But the story is not yet finished. MIRA's astronomers, staff and volunteers work out of two cramped offices in Monterey. Much of the data reduction and analysis is carried out in the astronomers' own living rooms. Salaries are much more difficult to fund than telescopes, buildings and instruments. Only one astronomer is funded full time. The others "daylight" at various non-astronomical jobs.

The final dreams to be fulfilled are: a building in the Valley or on the Peninsula to house under one roof all of MIRA's research, education, technical and administrative programs; and funds for salaries for all the astronomers to realize their dreams of full-time research into the wonders and mysteries of the universe.

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When Pharmacy Was Fun

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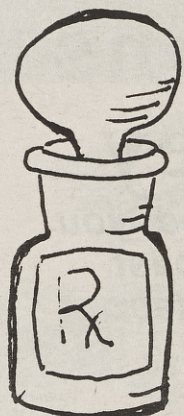
Since those days, this store has changed hands about every 20 years. Maury Nessel the most recent previous owner had come from Chicago about 1955, eventually buying Bower's, as it was then named. Many people, even after he had sold the store to me and I changed the name, thought he was "Mr. Bowers."

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Quaint Signs

"There has been an enlargement of the Valley Village from one or two country stores to a thriving shopping center," the *San Francisco Examiner* reported in October, 1958. "The pastel store fronts, calculated to build up an image of 'picturesque Valley living,' carry business signs that are almost unbearably quaint: Patty Cake Bakery, The Clip Joint (barber shop), the Grapevine (liquor store), Ailing House Pest Control."

Houses for \$28,000

"Carmel Valley now has a zoning law which does not permit any further property development in lots of less than one acre. While a few of these have been bought recently for as low as \$3,500, most of them average around \$5,500 up to \$20,000 for a knoll with an exceptional view.

"Existing houses are difficult to find for sale, but when they do go on the market they cost from about \$28,000 to \$28,500 or more for a three-bedroom house." Source: *San Francisco Examiner*, October, 1958.

Wermuth Storage

WERMUTH STORAGE COMPANY has been moving the Valley since 1918. In the early days, all goods and merchandise were shipped via the Southern Pacific Depot in Monterey. Based in Carmel, Fred Wermuth contracted with S.P. to haul freight and mail between Monterey and Carmel.

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UC Berkeley Facility Since 1937**Scientists at Hastings Reserve Study Local Plants, Animals**

By Dr. Mark R. Stromberg and Dr. James R. Griffin

Since 1937, students from U.C. Berkeley and all over the U.S. and many foreign countries have trekked up a winding Carmel Valley road to set up camp and settle down to study deer, quail, hummingbirds, chiggers, woodpeckers, magpies, scrub jays, ground squirrels, mice, ticks, fleas, beetles, lichens, oak trees, grasses and over 200 other biological subjects. Students, professors and field assistants swarm over the roughly 2,000 acres of Upper Carmel Valley known as the Francis Simes Hastings Natural History Reservation.

Hastings has become known all over the world as a place to study the natural

processes that were once so abundant in California but are now threatened by the encroachments of "progress" on natural habitats. The property on which this research now occurs has a long and varied history.

Bedrock mortars scattered along Finch Creek are silent memorials to the seasonal use the native Esselen people made of Upper Carmel Valley. Little else remains as structures to mark their use of the land.

Europeans arrived in the early 1800s to "settle" what is now the Hastings Reserve. Even before the settlers moved in to build houses, however, seeds of Mediterranean barnyard grasses had swept over the

landscape by the 1840s, carried by wind and wild animals. They blanketed the "Golden Hills" of California with aggressive and persistent weeds.

The Tularcitos Rancho, granted in 1837, was officially surveyed in 1860. That survey included mention of Laguna Conejo pond, now just west of the Hastings Reserve. Charles and James Finch ranched the area in 1861.

John Jacob Scott homesteaded along Big Creek, and in 1863 built a pole barn with native materials. The Scott Barn was authentically restored in 1987. Homesteads by Charles Robertson (1884) and Henry Arnold (1900) saw families move

in. The Arnold family settled high above the road on a spring site. Scott sold his land to Burritt Cahoon, who built the ranch house on the lowlands along Big Creek in 1899. That house is still in use. Ranching, wood cutting and growing hay kept the homesteaders busy.

Ranching in the area was precarious. In 1889, a Christmas flood wiped out the James family's barns, dairy buildings and orchard along Finch Creek near the present Warner horse ranch. Only an almond tree marks the old homesite. A few years earlier, in 1877, a prolonged drought wiped out about 400 head of cattle belonging to the Cahoons, the Finches and other homesteaders.

Burritt Cahoon later bought out his brother, Charles, and five other homesteads to form a working cattle ranch. Charles Cahoon and his sons moved away, while Burritt served as a Deputy County Assessor to supplement the sporadic income from ranching.

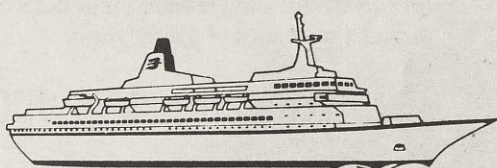
Cattle ranches supported fewer and fewer cattle as the vegetation changed. L. S. Cahoon's ranch of about 2,500 acres kept about 330 cattle by 1920. By 1943, that acreage was sustaining only 250 cattle with about 50 calves being raised each year.

Mr. Cahoon remembers that Finch Creek, the biggest creek on Hastings, which usually flows all year, dried up in 1896, again in about 1930, and we have seen it dry again in 1989. This year the reliable spring at the Arnold homestead also went dry for the first time in recorded history.

The land on Archer Creek was occupied in 1877 by "Mrs. Robinson and her garden," according to the surveyors records. Actually, the land was owned by Mr. John Robertson. His son, Charles R. Robertson, later (1884) homesteaded additional land to the west, now a west-central part of the Hastings Reserve. Other homeowners in the area during the early part of this century were the Archer family, Mrs. Chris Melin, and J. H. Gross.



SCOTT BARN AS RESTORED in 1987 by Mrs. Fanny Arnold. Restoration work was done by Neil Arbon and Tom Hilton with assistance from Bill Lambert. Barn was originally built by John Jacob Scott in 1863 as part of his homestead along Big Creek. Photo by Marilyn Raynes.



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Blue Sky Lodge

Louis and Margie Gardner bought what is now the Blue Sky Lodge in 1952. They purchased it from Tirey Ford who had built it in 1947 as a clubhouse for what was then envisaged as Airway Village — a community of "airport homes," each with its own hanger for commuting to work by airplane.

Tirey and Byington Ford's vision of Airway Village never got off the ground, but the subdivision and business district they laid out soon grew into Carmel Valley Village. Lou and Margie Gardner of Blue Sky Lodge were there at the beginning and played a major role in making Carmel Valley Village what it is today.

Lou and Margie's son, Roger, is now the full time manager of the lodge which offers peaceful elegance with a heated pool (80 degrees all year), hot tub spa, and spacious lounge with fireplace. There are sundeck rooms, patio rooms, and rooms with kitchen and fireplace. Call or write for free brochure.

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Hastings

Continued from previous page.

In 1929, Russell Hastings, a retired civil engineer and investor from San Francisco, bought some of the Cahoon land, the adjacent Arnold property, and the "06" brand. During the 1930s, Tom Arnold was a cowboy for Mr. Hastings. Tom built the three-mile long water pipeline from the Arnold spring to the Hastings ranch.

Russell Hastings ran cattle, managed a vineyard, cut hay, and in a wet year diverted Big Creek to irrigate corn. Sixteen acres of the Hastings Ranch were sold to Helen L. Lisle in 1929 to establish the Carmel Valley Ranch School.

From 1929 to 1941, Lisle and Celinea Wells ran this school. About 16 students traveled from Boston each year to spend nine months riding horses, studying music, language and other college preparatory subjects. A large, New England style schoolhouse, designed by local architect Comstock, was built by 18 carpenters in the summer of 1930. The school had an excellent reputation, and many students went on to college. It closed in 1941 and Hastings purchased the schoolhouse.

Before the Carmel Valley Ranch School closed, a new educational endeavor was launched. In 1937, the famous California ecologist, Dr. Joseph Grinnell, of the Museum of Vertebrate Zoology, University of California, Berkeley, started using the ranch as a site for observations of native animals. Farming was abandoned, and the vineyards, hay fields and pastures began their return to nature.

Russell Hastings built an office and work building for the researchers. Dr. Jean Linsdale became the first resident zoologist and resident manager. Students studied the behavior and biology of the animals in the area. Mrs. Hastings supported the research on the reserve. Russell Hastings' daughter, Fanny, married Tom Arnold, and they continued ranching in the Mt. Hamilton area.



HASTINGS Natural History Reservation. No changes have been permitted since property was acquired by University of California.

At Mrs. Hastings' death in 1963, title to the Hastings Ranch passed to the University of California. Mrs. Fanny Arnold continues to support the reservation. She purchased the nearby Melin property in 1980, and she had the abandoned "Robinson House" repaired to add more housing for researchers. University researchers have many ongoing research projects on the "Robinson Annex" land, which are made possible through Mrs. Arnold's generosity.

From 20 to 30 people are now living and working on Hastings. Over 3,000 user-days are logged each year on the reserve by visiting scientists.

In 1953, Dr. John Davis took on the position of research zoologist, and a research ecologist position was later filled by Dr. Keith White. John Davis and his wife, Betty, were well known naturalists in Carmel Valley. Many Valley children remember the pet owl they kept in the

warming ovens of their wood burning kitchen stove.

Dr. James Griffin took over as research ecologist in 1967 and has remained since then. He conducts studies of the plants, primarily the biology of the various oak trees in Carmel Valley. Dr. Walt Koenig succeeded Dr. Davis in 1982; his research focuses on the biology of the Acorn Woodpecker. Dr. Mark Stromberg filled the new position of Resident Director in 1988.

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Generous Donations Financed Community Youth Center

By Louise Riddle Kaufman
Executive Director, Community Youth Center

A group of civic-minded Valley residents met in 1951 to seek ways to build a community center to provide athletic, social, recreational, and cultural activities for youth in the growing Village area.

After a series of fund raising activities, ground was broken for the Carmel Valley Community Youth Center in November, 1953. The first function at the center was held in February, 1955.

In 1959, the youth center "burned the mortgage" after a generous donation from the Carmel Valley Women's Club. The Women's Club and several other organizations, including the Bing Crosby Youth Fund, plus several individuals and businesses made available the funds needed for continued operations.

Further donations of funds, time and la-

bor enabled the center to add the swimming pool in 1964 and bath house in 1966. The existing center was mortgaged to help defray the cost of pool construction, but that mortgage, also, has since been retired.

The adjacent parcel was acquired in 1980 through a joint federal, state, and local funding project, with the Monterey Peninsula Regional Park District holding title to the property. That title was taken over by the Carmel Valley Recreation and Park District when it was formed in 1985. This property includes the Activities House and the area where the tot lot, volleyball, horseshoes and other activities are now located.

Annual activities include a special Halloween night, Santa's Fly-In, and the re-

cently initiated Chili Cook-Off. The annual major fund raiser, a silent auction, eventually became the very successful Monte Carlo Night.

Before and after school programs, a summer recreational program including day camp, youth drop-ins, and a variety of classes round out the calendar. Many youth and civic groups use the facilities. Starting Aug. 1, the center's staff is expanding to include a full time program director.

The center now leases the park and Activities House from the Carmel Valley Recreation and Park District, while retaining title to the Community Center building and swimming pool. While some of the major funding required for insurance, rehabilitation and new construction comes from the Recreation and Park District, much of the \$90,000 annual operating budget comes from the fund raisers, membership dues, and nominal fees required for some programs.

Recreation & Park District Is Newcomer to Our Valley

By Chuck McKay

The Carmel Valley Recreation and Park District is one of the newer organizations in the Valley. Just formed in 1985, it provides funds and a formal governmental structure for recreational activities serving the 6,500 plus residents of Carmel Valley Village area.

With the support of directors of the Carmel Valley Community Youth Center, voters in August, 1985, approved by more than a two-thirds majority the formation of the district and an assessment to pay for its expenses. The approximately \$24 per single family resident assessment helps cover the cost of operating, maintaining and improving the facilities and programs offered by the Carmel Valley Community Youth Center.

Supervisor Karin Strasser Kauffman swore in the first board members in November, 1985. District boundaries are east through Sleepy Hollow, west to the east end of Garland Park at Carmel Valley Road, and ridge line to ridge line in the Valley.

Through June of 1989, the district had spent over \$300,000 in support of the Community Youth Center, Little League, Barracudas Swim Team, Cypress Swim Team, the Carmel Valley Parents Association, and others. Most significantly, in June 1989 the board completed negotiations to purchase almost four acres of additional land to the southeast of the existing park.

As the district enters its fifth year, a long range plan is being completed. An application has been prepared for a competitive state grant that would provide funds for a new building to replace the outdated Activities House.

Current board members Chuck McKay, president; Fred Slabaugh, vice president; Sherrie May, secretary; Randy Randazzo, treasurer; and Carl Johnston are committed to continuing the precedent established by earlier boards to improve facilities and programs to benefit the maximum number of district residents.

Happy Centennial to Carmel Valley

Animal Hospital at MidValley

Alyce A. Wolford, D.V.M. Raymond F. Foster, D.V.M.

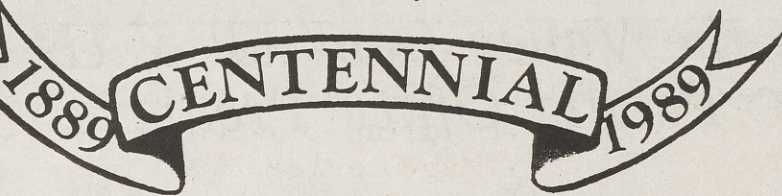
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Los Laureles Lodge is proud to be part of Carmel Valley's Centennial Celebration. The local community as well as tourists have been welcomed at Los Laureles for almost one hundred years. This tradition continues now under new ownership. The newly renovated restaurant features California Country Cuisine serving breakfast, lunch and dinner every day of the week.

Pat Ireland performs Thursday, Friday, & Saturday nights from 9:00 PM to midnight. Come and enjoy the rustic and relaxed atmosphere at this historic landmark in the Valley.



Congratulations

Carmel Valley

From the
Stonepine Family

Forty Years Old

Women's Club Helped Form and Fund Youth Center

By Beth Morrow

Yes, this is their fortieth year! The Carmel Valley Women's Club was organized in 1949 by a small group of housewives meeting in private homes. Mrs. C. E. Borchers was the Charter President and remained in office until 1951. She was succeeded by Mrs. R. B. (Gertrude) Stoney, who now lives at Hacienda Carmel.

In 1952, under the presidency of the late Ceil Verga, and with the assistance of her husband, Tom, the stones were rolling for the planning and construction of the Community Center, now called the Carmel Valley Community Youth Center. The Women's Club played a major role in

formation of the center and has continued to assist in supporting it.

Several times during the year, this happy, fun-loving group holds a fund-raising get-together to accumulate funds for annual donations to local worthy causes. Many Carmel Valley merchants generously contribute prizes for these events.

During recent years, funds have been generated through a fashion show and raffle luncheon, the "game-day" party, a silent auction, and a garage-bake sale. Recipients of donations have been the ambulance and rescue teams in Carmel

Valley, Mid Valley and Cachagua; the Carmel Valley Community Youth Center, Carmel Valley Library, Hidden Valley Scholarship, Rippling River Residents' Fund, and 4-H and Girl Scout Camperships.

The Women's Club in cooperation with the Carmel Valley Garden Association will host the ice cream booth during the Centennial celebration, with proceeds again being returned for betterment of the community.

The club was incorporated in 1964. Its aims are social, civic and educational, with emphasis on the special needs of members

and integration of interested newcomers, and on cooperation with other organizations for the welfare of Carmel Valley. The club is non-sectarian. The more than eighty members meet on the first Wednesday of each month. New members are welcome.

During the coming year, Mrs. Charles French is the elected president, assisted by board members Mrs. Dorothy Lehman, Mrs. Mary L. Coates, Mrs. W. D. Marshall, Mrs. Tom Gloy, Mrs. Art Kurteff, Mrs. James Hardgrave, Mrs. Leslie Biggins, and Mrs. John Allen.

Catholic Church Began In De Amaral Barn

By Mary Berta

People living in Carmel Valley who wanted to attend the Catholic Church formerly had to drive to Carmel or other towns.

That ended in 1947, when Charlie Allaire, Leo Weber and Mary Lou Berta appealed to Monsignor Michael O'Connell, then pastor at Carmel Mission, to arrange for a priest to come to the Valley. Msgr. O'Connell asked them to take a census of Catholics. After the committee reported the census results, Msgr. O'Connell sent a priest each Sunday to offer Mass.

The first Mass and subsequent Masses were at the De Amaral barn in 1947. Later, they were held at the former Lang dairy barn. The Lang property was then purchased and remodeled according to plans drawn by Harry Downie, Curator of the Carmel Mission Museum. The pews and kneelers in the church had been used in San Carlos Church and were donated.

A new parish, Our Lady of Mount Carmel, was formally established March 11, 1953, with Father Ignatius Loughran as Administrator and later as Pastor. The original barn evolved through many remodels and additions until the present redwood structure was dedicated in 1973. Even today, however, one part of the interior shows an elongated trough where dairy cows once drank their well water.



First parishioners of Our Lady of Mount Carmel Church in a photo taken in front of De Amaral barn in 1947. Tall man standing on the left is Mr. Burns. His wife is in front of him and to his right, with the Burns twins in the front row. To their left are the Horne girls, with Mr. Horne partially visible behind them. In the second row, to the right of Mrs. Burns, from left to right, are Mary Lou Berta, Katie Belleci's sister Ann, Katie Belleci, and Carmela Berta (Leo's mother). The tall woman near the back, left of center, is Eduarda Moore; her children Louis and Joe are in the front row, in front of her, wearing jackets. Mrs. Moore is flanked on the left by Mrs. Marshall, on the right by Leo Berta. In the back row, to the right of Leo Berta, from left to right, are Charlie Allaire, Lou Allaire, Father Kelly, Leo Weber, Irene Piazzoni, and Vic Silva. The young children in front row at far right are Patsy and Jimmy Berta. To their left is Xenia Kastor and behind them, Ron Stoney. At the far right rear, left to right, are Gertrude Stoney, Ancilla Berta, and Patrick Berta. Others are not identified. Photo and identifications provided by Mary Lou Berta.

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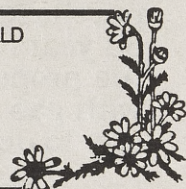
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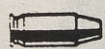
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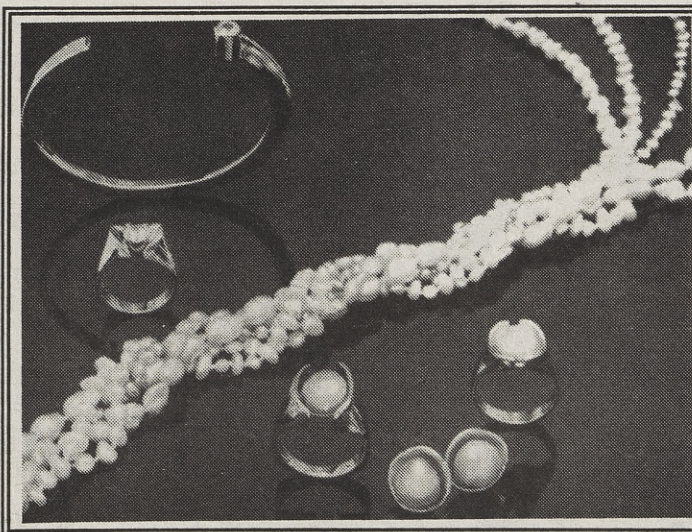
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Building Community Chapel Was a Community Effort

By Bill Kelly and Annette Pellett

Just after the end of World War II, Carmel Valley activity was centered in Robles del Rio. The Village area was just beginning to sprout commercial life.

There were no churches in the area, and two retired Salvation Army workers, Col. and Mrs. V. R. Post, felt the lack. They offered their home and its grounds for neighbors to come to Sunday School classes. Jean Danielson reports: "Some folding chairs were acquired, and classes on Sunday morning were held on Col. Post's beautiful lawn at the corner of El Portero, Lower Circle." About a year later their house was too small, so they shifted to Frank De Amaral's barn, on the site which later became the Tantamount Theater.

On March 4, 1945, the Robles Del Rio Community Chapel was officially incorporated.

In 1948, Marion Kittrell, a music teacher at the little, two-room Tularcitos School and a co-owner, along with her sister, of a coffee shop in the Village, was elected president of the Board of Trustees. It was she who brought together everybody who wanted to build a church. In addition to Miss Kittrell, the active leaders were Rev. Harris Pillsbury, a retired Presbyterian minister from Pacific Grove; General Ernest Dawley, Raymond "Pete" Danielson and Evelyn Addenon. The group checked out the possibility of affiliating with different Protestant groups but Miss Kittrell "argued persuasively for a non-denominational community chapel."

The group, which had been meeting in the De Amaral barn, now moved into Jean and Pete Danielson's living room when the weather got cold. During the warmer months they tried to hold outdoor services on the lot offered by the Holmans, "but it proved too windy and services were discontinued until the dedication" of a new church building.

On January 17, 1949, the board met to discuss ways and means for the building of a church. Cash on hand was \$119.79. Clarence and Henrietta Holman promised to donate a parcel of land at the corner of what was then Madeira and Village Drive, with the provision that a church building be constructed and a regular Sunday service be held by the end of December, 1949. They broke ground for the new church on July 10th.

The building, made of adobe bricks manufactured by J. H. Neikerk on Flight Road, was a simple 24 feet by 48 feet. Architect Thomas Elston contributed the plans. Building suppliers gave generous discounts. Jean Danielson has written: "Nearly every man in the Valley at one time or other helped with plumbing, painting, electrical work, or brick laying." Foremost among those volunteering their physical labor were Ed Mayfield and Pete Danielson. The women held bake sales and other events to keep adding money to the pot. The total cost when finished was \$7,326, which included the framed addition at the back of the Chapel with space for two small Sunday School rooms and two restrooms.

The first service was held on Christmas Day, Sunday, December 25, 1949. At that service two ministers presided, the Rev. Harris Pillsbury, a frequent guest pastor when the congregation met in the De Amaral barn, and the Rev. John P. Wright, who was to conduct most of the services during the following months.

In place for that first meeting were the altar and pulpit, carved by Stuart Fackethal, with three amber windows above the altar, where the stained glass "Good Shepherd" windows are now.

In February, 1950, the Chapel Guild was formed and began holding regular meetings under the leadership of Mrs. Earl Graft. The Guild set out to raise money through

bake sales to purchase an altar set. One large donation came from Mrs. Emma Cook of Monterey to purchase the altar cross in memory of 1st Lt. Carroll F. Cook, who had been killed in World War II.

February, 1950 was also the time that Carol Baudouin joined the church. She taught Sunday School, was assistant to the Superintendent, and then treasurer.

Chaplain Wright was a "weekend pastor" from 1950 to 1955, conducting Sunday services and officiating for marriages and baptisms. Two couples, the first to be married in the Chapel, had their weddings on the same day, April 28, 1950.

During this time Leo Cartwright designed and executed the present, central "Good Shepherd" stained glass windows, and his son created the side windows. General Dawley, continuing to be active, is reported to have been instrumental in securing the chimes for the church's bell tower, replacing a ship's bell which was the original way of tolling greeting to church-goers. The Holmans gave the church its first organ.

In 1955, the Rev. Don B. Johnson was invited to be the first full-time minister of the congregation. An American Baptist, Don had seen service as a navy Chaplain and as a campus minister at Southern Illinois University. He had studied not only in the United States, but also in Europe and had a commitment to an ecumenical outlook on Christian church development. Don was seen as especially qualified to "fit in with families from the Naval Postgraduate School, who were an important part of the congregation, and a community looking for youth-oriented activities". This was also the year that the parsonage was built next to the Chapel property.

Things hummed during the late fifties. Sunday School attendance pushed beyond

the limits of the space available. In 1958, the congregation voted enthusiastically to spend \$40,000 on a Fellowship Hall to house Sunday School classes and community meetings. It was completed in January, 1960. "Once again the Chapel Guild came through with furnishings -- carpets, tables, curtains and kitchen equipment."

During the 1960's, Florence Johnson gave leadership in starting a cooperative nursery school to meet in the Fellowship Hall. Eventually, this became part of the Carmel Unified School District, part of the district's co-op program for 3-5 year olds and their parents.

The upper story of the Fellowship Hall became the Thrift Shop, staffed by volunteers from the Guild. Many lasting friendships have been formed among the women (and later men) who looked after the Thrift Shop.

During the 1970's, the preschool was active. Don Johnson emphasized the importance of a ministry of counseling, with individuals and families and especially with couples getting married or in transition in their marriage.

In February, 1972, the congregation held a mortgage burning after the final payment was made on the \$52,000 borrowed to build the Fellowship Hall and the parsonage.

The end of an era began in January, 1982, when Don Johnson announced at the annual meeting that he would retire in April, 1983, after 27 years of service. He was succeeded by a husband-and-wife ministry team, Anne Swallow and John Paul Beaudoin. They, in turn, were replaced temporarily by the Rev. Bill Kelly. Last month, the church voted to call the Rev. Sandra V. Edwards to be their new pastoral leader, beginning in September of this year.

Farm Center Corner

Farm Center corner was originally part of the Berwick pear orchards. The old wagon that is still there was used to haul pears to Monterey for shipment to England.

Some pear trees were still on the property when it was purchased by its present owners, Pat and Pauline Herman, 33 years ago. Small buildings in the rear were brought to the property by Ned Simmon, who built the Country Store with gas pumps in front in 1945. Simmon sold the property to Jettie Tuthill, who later sold it to the Hermans.

Farm Center Corner Stores

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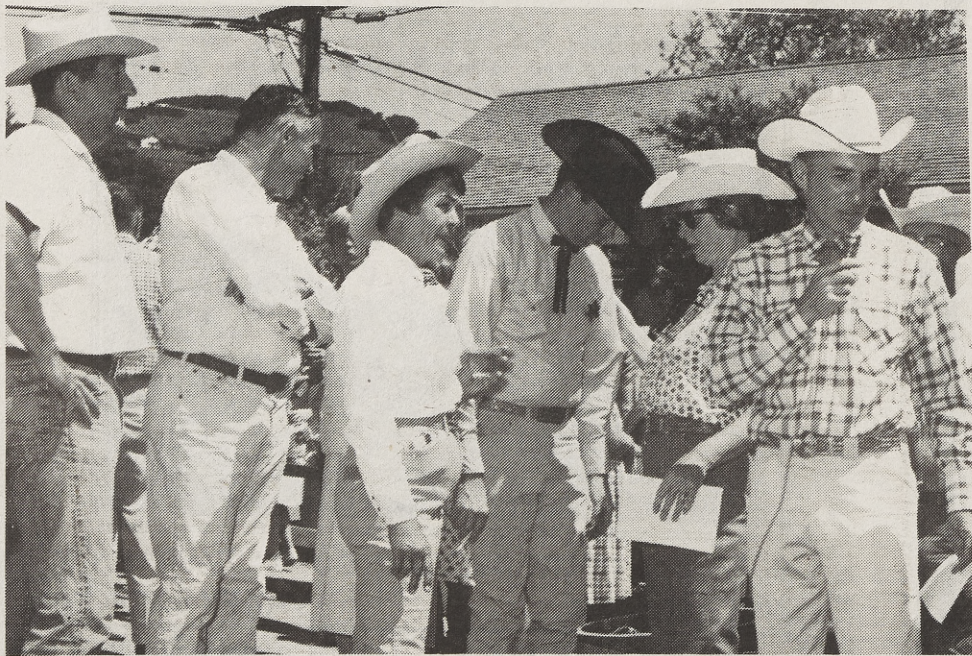
Farm Center Studios

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Gerrica Connolly, pastels and oils

Melissa Lofton, paper collages & material lanterns

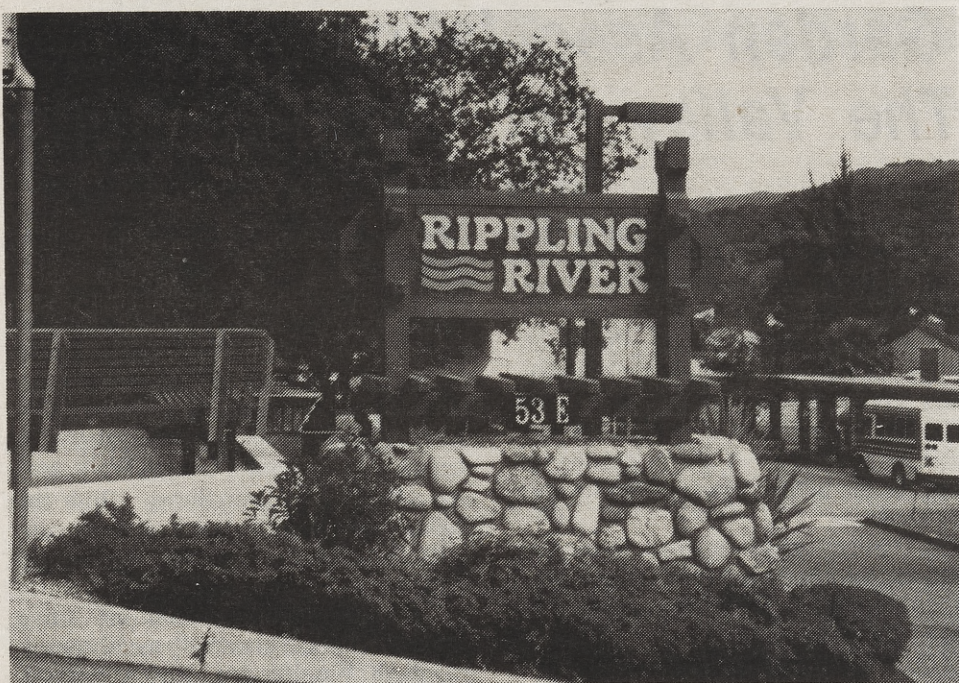
Diane Swift, tiles



Opening party for Ky Dahle's hay loft and tack shop at the Farm Center in the early 1960s. From left are Jack Currier, Sen. Fred Farr, Ky Dahle, Will Fay, Pauline Herman and Pat Herman with the microphone.



The Levi Strauss mannequin clad in blue jeans was a trade mark of the store. It was carried inside each evening. Pat Herman is at the Texaco gas pump. Photo dates from about 1965.



RIPPLING RIVER entrance, on Carmel Valley Rd. just east of the Village.

Scouts Active Since 1952

By John Von Berg

Scouting came to Carmel Valley more than 37 years ago. Boy Scout Troop 127 was chartered in 1952; Cub Pack 127 has been here since November, 1970.

The troop and the pack have both been sponsored by the Carmel Valley Kiwanis Club throughout their history. Some of the Kiwanis members who kept diligent watch and guided the organizations over the years were Lou Gardner, Joe Ricupero, Rick Powers, Dr. David Morris, Jack George, and Dr. John Von Berg.

One of the steady, loyal, and beloved early Scoutmasters was Bob Ray, now in Alaska. During the early 70s, Harold Waymire was Scoutmaster of a very active troop, conducting many hikes, canoe trips, and campouts. One highlight of that period was a trip by the entire troop to Faragut, Idaho, to the 1974 World Jamboree.

Jack George led the trip. From 1976 until recently, Bob Evans was the Scoutmaster, and the troop was especially active in advancement.

Some of the Eagle Scouts produced by Troop 127 are Steve Savoldi, Dan Curran, Peter Grover, Rick Hentges, Alex Rembert, Alex Blevens, Shaun Evans, Richard Foote, Doug Pease, Robert Ryu, Winston Aucutt, David Avila, Matthew Heimbold, Joel Avila, John Van Zander, Richard Han, William Burke, Graham Evans, John Barrett, William Moritz, and Terrance Heath.

Boy Scout Troop 127 can look forward to continued success under the leadership of new Scoutmaster Mike Milligan. Under Mike as Packmaster of Pack 127, the pack grew from a handful of Cub Scouts to upwards of 75 members.

Rippling River Offers Unique Housing for Physically Impaired

By Dorothy Sly

Rippling River is a unique concept in housing for the physically impaired. It is a pilot project for others to follow throughout the country, reverently dedicated to the proposition that every man and woman is his brother's and sister's keeper.

Located on Carmel Valley Road near the entrance to Robles del Rio, Rippling River provides apartment housing that permits independent living by adults with some physical limitation or impairment. Residents receive the degree of care or supervision appropriate to their individual needs, and they are able to choose their own life style through their choice of the activities and services provided. The 70 apartments are administered by a resident manager under the direction of Monterey County.

It all began officially in 1962, after two or three years of informal get-togethers by a group of handicapped people and their friends and relatives. They had the common goal of helping themselves and others enjoy as many advantages of "normal"

living as the circumstances and the community would allow.

The group adopted the name Rehabilitation Services and Volunteers of the Peninsula (RSVP). It was incorporated as a non-profit corporation in 1967 and ultimately led to construction of Rippling River.

The property had been the Dalton Ranch until purchased in early 1956 by Mrs. Stephen Field of Monterey, who changed the name to Rippling River Ranch. She planned a luxury rest home for six ambulatory patients. Somewhere along the line it became The Cowan School for Boys until mid-1966, when the DeMaria family acquired the property and turned it into Rippling River Resort with 37 motel units.

Ed McCurry purchased the property in 1972 as the home for his Sun Spring School. The school provided "alternative styles of learning activities for those students for whom public or private education has proven inadequate."

Early Master Plan: Nightmare Avoided

"Over 100 people got a glimpse of a proposed Master Plan and for the most part took it calmly," the *Carmel Valley News* reported in 1954. According to the *News* report:

"Fred Barber of Hahn, Wise Planning Associated unveiled his New Look for the 'ultimate development' of the Valley some 50-80 years from now. Some features of Barber's plan: a huge shopping center at the Farm Center, also a new Community Center there. Other shopping centers at Los Laureles Grade junction, Wolter's Hacienda Market, and at the saw mill.

"Eliminated was the shopping center of ten envisaged at the Hatton Dairy near Highway 1. An industrial zone near

Highway 1 south of the river 'to broaden the tax base.' A new road from the Farm Center to the top of Laureles Grade and a new road from Wolter's up Canada de la Sugunda (sic) to Seaside and eight elementary school sites with adjacent parks were also included.

"Along the present Valley road which would be four-laned and divided, would be 12 miles of motel, apartment house and office buildings. There would be a new four-laned divided freeway south of the river. Asked what the new highway is for, Barber said he is convinced that the Valley offers the only route possible for through traffic from Highway 101 at King City to the Monterey Peninsula."

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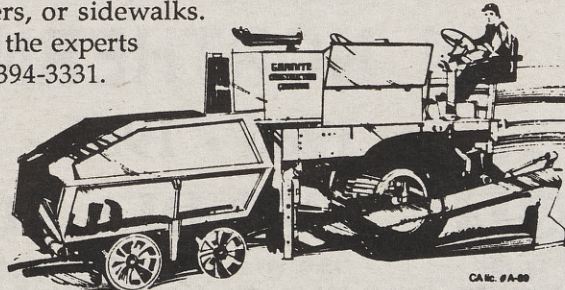
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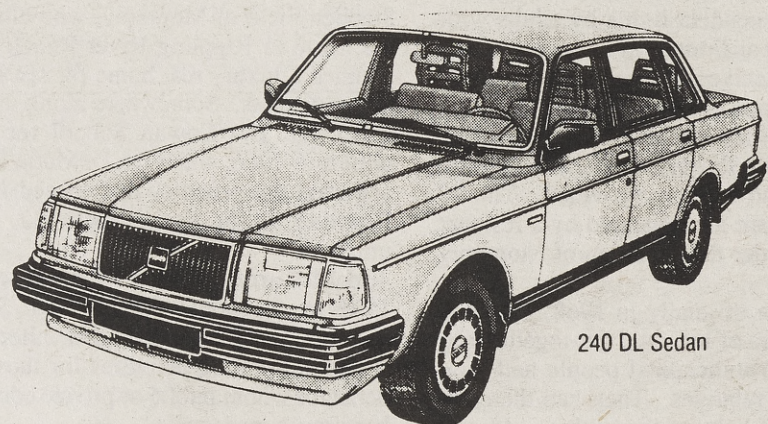
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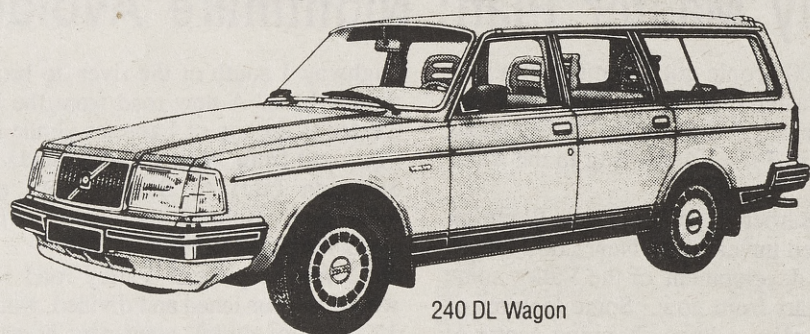
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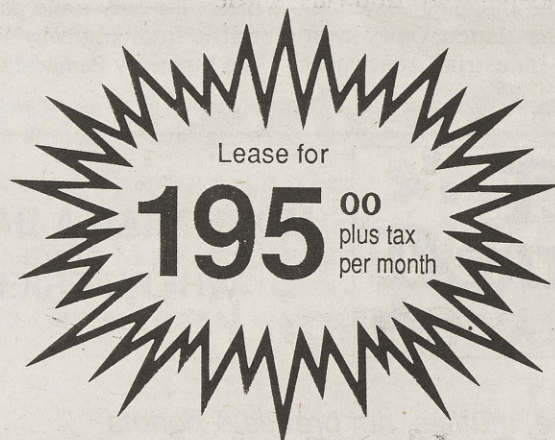
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Garden Association: Planting The Valley For Over 30 Years

By Bob Annand

The Carmel Valley Garden Association was born June 1958 following several neighborhood meetings lead by Clyde Hitchcock. Hitchcock proudly grew a variety of iris and wanted to share these with Valley friends, so he suggested an Iris Show. Friends being friends, they voted Clyde down and opted for an All Comers Flower Show. Paul Anthony did the art work for the publications needed for this first show.

The Garden Association was formed to bring persons having an interest in horticulture together to share their garden joys and frustrations.

In June 1958, with eight members, the group met in an Art Gallery above the Carmel Valley Market. By the end of that month, the membership numbered 22. The group then met in members homes. As the membership expanded, meetings moved to Tularcitos School where they were held for about 20 years before moving to the current meeting place, St. Dunstan's Church.

By 1961, the membership had expanded to 100 members, each paying \$1 per year in dues. Almost 30 years later, the dues are now \$12 per year.

In developing the By-Laws for the new organization the "What do we call ourselves" question arose. Suggestions included "Petal Pushers Club," and CV Garden Club, both of which were rejected because "Club" implied a stodgy, staid, stuffy group. True gardeners are none of these!

The Carmel Valley Garden Association was selected as the proper name, because members of the group, with a common bond, were "Associates," therefore, Association was the tag word.

The Association sponsored an Annual Flower Show from 1958 to 1967. In 1967, President Irwin Johnson started a Garden Tour with 10 gardens open to the public for a fee of \$1. The Boronda Adobe was on the first Walk and again this year, 1989. In recent years, the Flower Show and the Garden Walk have alternated; this year another successful Garden Walk, next year (1990) a Flower Show. Both the Flower Show and Garden Walk were canceled in 1976-77 because of drought conditions.

Beth Morrow is the remaining active charter member. Other early members are: Elizabeth Woolfenden, Ray Porcelius, Salih Mehdy, Frances Anthony, C. W. Whiteman, Alice Johnson, Rosemary Roberts, Mary Martin, Mary Jernegan, Ernie and Ann Marshall.

The Association helps many new comers to the Valley, as the membership has expertise in all phases of horticulture. Members can assist the person gardening near the river or on one of our many hill-sides and hilltops. The novice or experienced gardener will find a friendly tribe of Carmel Valley gardeners anxious to share their knowledge.

All monies earned by the Garden Association are parceled back to various Carmel Valley organizations, as the objective of the Association is to improve the quality of life where we live. In 1981 the Association gave \$600 to local groups. This year \$2,500 will be given. Benefactors have been Friends of the Library, Hidden Valley, Carmel Valley Community Center, Hospice, both Fire Departments, and Rippling River.

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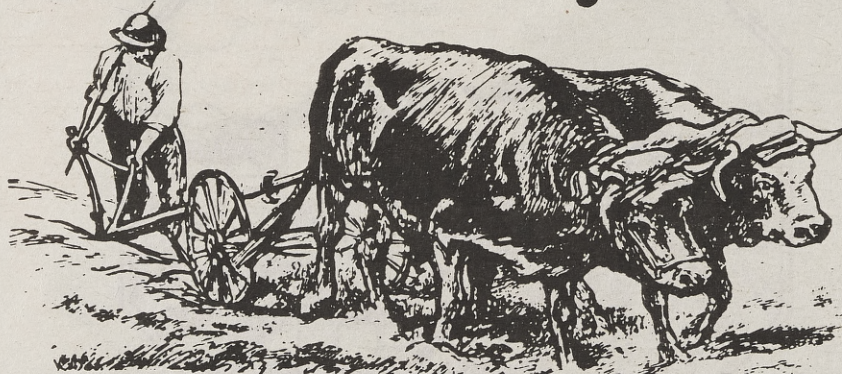
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Kiwanis Club Emphasizes Help to Valley Youth

By Lou Gardner

The Carmel Valley Kiwanis Club was founded in 1951 by the Monterey Kiwanis Club. Fong Q. Jing, a member of that club and founder of many Kiwanis Clubs in Monterey County, was our sponsor. Tony Arabia was the first president. Paul Porter and Herbert Brownell were among the charter members.

All Kiwanis Clubs are dedicated to service to the community. The Carmel Valley club has placed special emphasis on service to youth. About 90 percent of club funds and efforts go to assisting youth groups. We chartered local Boy Scout Troop 127 thirty-five years ago and help the Cub Scout and Girl Scout programs. We have had a team in the Little League since its inception. Kiwanis members were very involved in building the Community Center and have supported it enthusiastically with funds and work parties.

This is the home for many youth groups and activities.

For about 20 years, Kiwanis conducted a tree planting program. Thousands of Monterey pines, cypress and lilac were given away at various locations in the Valley and have made a big difference in the appearance of the landscape, especially on the north side of the Valley which 30 years ago was largely barren.

Carmel Valley Kiwanis conducts an annual horse show which gives our young people who are interested in horses a chance to compete and raises money for our other youth activities. Swimming sports are big in Carmel Valley. Kiwanis members were part of the group that built the Community Center pool and have for many years supported the Barracuda Swim Team and the Cypress Synchronized Swim Team, two of whose members are going to the Nationals this year.

Over the years, Kiwanis has worked with Carmel High School, Carmel Middle School, and Tulareitos Elementary School in various capacities. For many years the club has given annual scholarships to graduating students at Carmel High

School. This year the club gave two \$1,000 scholarships to help students at colleges of their choice.

Our fund raising projects, in addition to the horse show, include a Christmas tree sale, staffing a calamari booth at the Castroville Artichoke Festival, putting on a barbecue for the Sirs (an organization for senior citizens), and printing and distributing annually 15,000 Carmel Valley maps. This year the club is sponsoring the Carmel Valley Centennial, a celebration of 100 years of local history.

Luncheon meetings in the early days were held at Rancho Carmelo, an old dude ranch about two miles east of Carmel Valley Village. It was bulldozed down some years ago and was replaced by a vineyard. Since that time, the club has met at many of the Carmel Valley lodges and restaurants. For the past seven years, the club home has been the Hidden Valley Seminars building, with meals catered by Smitty, a really fine chef.

The Carmel Valley Kiwanis Club is a very friendly group. Many of our mem-

bers have been with us for 10 years, some more than 20 years, and a few for over 30 years. The fact that 14 of our past presidents are still members speaks well for the pride and pleasure they get from the club. Present membership is about 60.

The primary goals of the Carmel Valley Kiwanis Club are to help our young people to become good citizens and to protect and enhance the wonderful environment we live in. Financial aid is important, but we believe encouragement and example are equally valuable in serving our community.



LIONS CLUB MEMBERS Dick McKenzie, Gary Witt and Nick Skalyo (left to right) were planning the club's Wine and Roses fund raiser when this picture was taken in the late 1960s. The Carmel Valley Lions Club was active from 1964 to 1981. Charter President was George Baker. Other presidents were Bud Hall, Clyde Hitchcock, Leroy Duffer, Lloyd Todd, Mal Tavares, Phil Wright, Dick McKenzie, Bill Stowers, Gary Kitt, Frank Catalano, Cliff Bogard, Tom Bordanaro, Ralph Morrow, Charles Gansel, Art Fosso and Jack Plack. The Lions Club built the BBQ pit and put in the flag pole at the Community Youth Center. Many will remember the Mothers Day pancake breakfasts, Fathers Day BBQs, donkey baseball games, Soap Box Derby at Laguna Seca, and giving flags to the children on Flag Day.



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Garland Park Purchase Stirred Local Controversy

By Gary Tate, District Manager
Monterey Peninsula Regional Park District

Garland Regional Park is the largest park on the Peninsula and one of the most popular. Its origins, however, like most changes that have occurred in Carmel Valley, were not without controversy.

Valley residents were concerned that it would attract outsiders into the area and create increased traffic. They didn't want it to become a regional activity center like Toro Regional Park.

Park District staff assured the public that the park would be used only as a passive park for open space preservation and day-use activities, including hiking, horseback riding, nature education, and seasonal fishing.

The *Herald* was very critical for other reasons. An editorial in the newspaper stated that the acquisition "was a device to buy up developable real estate which might otherwise add to the cozy population of the Valley." Also, the passive park "was too remote from the center of Peninsula population to do anybody much good." Parkland "should not be a parochial preserve for a few individuals who are trying to maintain their bucolic isolation at the expense of the many."

The district did have support of many in the community, like Elizabeth Woolfenden, who responded with a letter to the editor of the *Herald* stating "We should be glad the Park District had sense enough to buy such a magnificent piece of land while it was still available at a reasonable price. Most of the park's users will undoubtedly come from the fog bound coastal areas to Carmel Valley's sunshine. May I suggest that you, too, come out of the fog." (February 1975)

A "Carmel River Park" in the general vicinity of the present day Garland Ranch Regional Park was first envisioned in 1945 by a committee that prepared a *Parks*

and Recreation Plan for Monterey County.

The proposal for a large public park remained a dream until 1972, however, when the voters of the Monterey Peninsula approved formation of the Monterey Peninsula Regional Park District. The district's primary goal then, and today, is to acquire and protect scenic park and open space areas for the use and enjoyment of the citizens of the Monterey Peninsula.

In 1973, one of my first jobs as the district's first manager was to review existing and past County planning documents to determine where park facilities were recommended. In both the 1945 park plan and the 1962 Carmel Valley Master Plan, I noted the recommendation for a "Carmel River Park" in the area south of the intersection of Los Laureles Road and Carmel Valley Road.

In reviewing the property ownership in the area, I noticed that William Garland from Los Angeles owned a large ranch comprising some 561 acres along the Carmel River and the north facing oak-woodland slopes of Snively's Ridge.

Bill Garland loved Carmel Valley. In 1970, he purchased the 241 acre River Ranch from the S.F.B. Morse Estate and the adjacent 325 acre parcel from Dr. and Mrs. Dudley Sanford. Bill and his attorney, Mr. Volpert, formed a partnership called G and V Properties and developed a 21 lot subdivision on a 25 acre portion of the Sanford parcel in 1970, constructing Paso del Rio and Via Los Encina.

In March 1974, I wrote Bill Garland a letter explaining that the Park District was recently formed, its purpose, and that I was interested in talking with him about his future plans for the ranch. I also mentioned that the 1945 plan and the 1962 Carmel Valley Master Plan called for a

river park in the general location of his 541 acre ranch.

Numerous meetings, an appraisal, and negotiations in 1974 resulted in a bargain-sale of the 541 acre ranch to the Regional Park District in 1975 for \$1.1 million. This price included a donation of \$250,000 in land or 18 percent of the ranch to the district.

Local Carmel Valley attorney, Leon Panetta, represented the district as legal counsel and helped prepare the legal documents. Two months after the close of escrow, Bill Garland, age 39, was killed in a private plane accident in Southern California.

The Visitors Center was designed by Will Shaw and Associates and constructed in the fall of 1975. The 541 acre park was formally dedicated and opened on December 20, 1975.

Since the original purchase, the park has grown to over 3,100 acres. Additions include 1,700 acres (open space easement) on Snively's Ridge with trail easements as

condition of approval of Carmel Valley Ranch; 681 acres of land in Garzas Canyon by gift and bargain-sale by the Condon family of Carmel Valley; a 281 acre bargain-sale purchase from Stuyvesant Fish in Garzas Canyon; and the gift of 529 acres from Genevieve de Dampierre and family in 1986 including the Little League Field, old Girl Scout shelter area, and river terrace and ridgeland west of Robles del Rio.

Garland Ranch Park is still expanding, with negotiations under way for a 35 acre parcel owned by the heirs of Mrs. de Dampierre adjacent to the Carmel Valley Trail and Saddle Club, and the 145 acre Rancho Don Juan located immediately west of Garland Park.

The Park is a dream come true. It is used and enjoyed daily by the citizens of the Valley and the Monterey Peninsula. If you have never used or enjoyed the park, plan on a hike, and you too will "come out of the fog."



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M. J. Murphy - Lumber and Hardware

Michael Murphy settled in Carmel in 1902, at the age of 17, building a small home at 9th and Monte Verde before returning to his native Minden, Utah in 1904, to wed his sweetheart, Edna Owens. (Expanded to 23 rooms by 1926, the home's present owners are Gene and Charlotte Tolhurst.)

The newlyweds' honeymoon trip brought them to Carmel where they started business (Incorporated in 1929) with tools, one horse and a wagon. Their family grew to include James Franklin (named for Carmel co-founder J.F. Devendorf), Jay Patricia, and twins, Kathaleen Moira and Rosalee Sheila.

M.J. started as a carpenter, expanding his business to cover all construction trades....drafting and architectural planning department; shops for cabinet, paint, electrical, plumbing and wrought iron needs; in addition to frame, stucco and masonry construction. A Carmel lumber yard was developed between San Carlos, Junipero and Mission, beginning in 1920. Joe Hitchcock became the youthful M.J.'s "right hand" from the beginning, remaining a special person to all the Murphys for his lifetime.

The Carmel Valley building materials business was opened in 1946, in today's door shop.

M.J. was a perfectionist who designed many of the structures he built, beginning in 1904 and continuing into the 1940's. A few of the more familiar structures are Harrison Memorial Library, Pine Inn, La Playa Hotel, Rancho San Carlos, many buildings at Pebble Beach, in the Highlands, Carmel Valley, Pacific Grove and Monterey.

Even today you can recognize M.J.'s homes with their traditional Carmel look throughout the region from Carmel Valley to Pebble Beach. He also had the craftsmen and resources needed for restoration work at Carmel Mission, San Juan Bautista, Mis-



M.J. and Edna Murphy, with Franklin and Jay, in downtown Carmel in 1910.

sion Junipero and Mission San Miguel. His projects extended from south of Big Sur to as far north as Petaluma in Sonoma County.

He built many residences in Carmel Valley as early as 1909. At that time, M.J., and son Frank, camped out on the site of today's Porter-Marquard Realty office as he built the main structure of Los Laureles Lodge. Then in 1930, he returned to

build horse stables for the new owner, Muriel Vanderbilt Phelps, and remodeled the main building as a private home. (The stables have since been converted to guest facilities.)

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Village Improvement Committee

Self-Help Groups Seek Village Improvements

By Roger Williams

Carmel Valley Village has many characteristics of a town, except it lacks its own government. As an unincorporated area of the County, it is governed from Salinas. Various voluntary groups have organized over the years to help identify community needs and implement or lobby for improvements.

Louis Gardner, the popular "historian Emeritus" of Carmel Valley, has kept excellent records of these various "Village Committees." The first Village self-help group in contemporary times was organized in 1966 by a group of thirty business owners who set out a list of Village improvement objectives. Unfortunately, either the times or general malaise defeated their best efforts, and the group disbanded.

A second intrepid group, including some of the "originals," formed in early 1978 with the avowed purpose of cleaning up the Village, establishing a central Western theme, creating pathways and equestrian trails, maintaining a small public park,

and investigating the formation of a County-sponsored Municipal Advisory Council (now known as a Community Service District).

Then Supervisor Sam Farr offered his services to assist in formation of the Council, if need be, in spite of several committee voices who were loud in their opposition to more County interference in "our Village." After achieving a few of its objectives, this committee retrenched and dissolved. Its achievements were cleaning up the business district and improvements to Schwarz Park (the little strip on the corner by the former Bank of America).

The committee concept was revived in April, 1979, when the author, at the suggestion of the indomitable Lou Gardner and the equally enthusiastic Peter Coakley, resumed monthly meetings of what has become the Carmel Valley Village Improvement Committee (CVVIC). The group began with a grand membership of fifteen persons, a full agenda, a meager

treasury, and high hopes of fulfilling the original Village committee goals.

CVVIC incorporated in July, 1982, with by-laws that state loftily that the purpose "shall be the enhancement of Carmel Valley Village for the benefit of the residential and commercial entities of the area."

During the past ten years, CVVIC has achieved many of the original goals established by the founding members of the sixties. It was the prime mover in undergrounding of utilities to eliminate unsightly power poles, arranged for attractive standards for street illumination, built pedestrian pathways, maintained and improved the public Schwarz Park area, and fathered the County-sponsored committee that drafted the Carmel Valley Village Design Guidelines. These guidelines are a sort of mini-master plan for the Village that provides specific directions for property development in the Village core.

In light of the recent flurry of excitement relating to the possible incorporation of

Pebble Beach, it is appropriate to note the CORO Foundation Report on Incorporation of Carmel Valley that was published by the *Carmel Valley Outlook* on May 1, 1968. This study was a detailed examination of the advantages and disadvantages of incorporating either just the Upper Valley or the entire Valley. It concluded that incorporation as a city is feasible, but whether or not it is desirable depends upon which concerns are of greatest importance to residents.

Some of the players have changed, much has been added to the Valley, and land values have escalated over the past years. The future is uncertain, but one can be certain that committees of concerned residents will continue to seek improvement of the Village area. One might also wager that self-government of Carmel Valley will come to pass in the 21st century — but not without considerable public discussion and perhaps stormy debate. Succeeding generations will see to the details, and we wish them well.

C.V. Chamber of Commerce Now Includes 250 Businesses

By Grace Darcy

Since its inception in 1953, the Carmel Valley Chamber of Commerce has met the needs of its member businesses. Beginning as a small, Village-oriented organization, the Chamber has expanded its area of influence over the years until it now includes over 250 businesses in the Carmel Valley Village, Mid Valley, Carmel Rancho, The Barnyard, and The Crossroads areas.

Byington Ford was the Chamber's first president. Today, 36 years and thirty presidents later, Cal Jepson of Carmel Valley Ranch wields the presidential gavel. In 1982, the Chamber Board employed its first Executive Director. He was John Tobias, who had been Chamber president in 1978. The current Executive Director is Ann Olivier, who came aboard in May, 1986.

Perhaps the most eagerly awaited and enthusiastically supported Chamber activ-

ity is the Good Egg Awards, presented at the Chamber's Annual Installation Dinner to Valley residents who, because of their community work, deserve special recognition. Since 1953, 103 Good Egg Awards have been presented to a wide array of community-minded citizens: 22 women and 81 men.

In the early 1980's, the Chamber Directors opted to change the Chamber's name from Carmel Valley Chamber of Commerce to The Chamber of Commerce Serving Greater Carmel/Carmel Valley. The new name was chosen to better integrate mouth-of-the-Valley businesses with Village and Mid Valley businesses. The change was unpopular.

As her first official act as president in 1985, Lois Lamar changed the name back to Carmel Valley Chamber of Commerce.

Lois Lamar was the first woman elected president of the Chamber and used a many-

dimensional approach to integrate the Chamber with the community. Under presidents Chuck McKay and Lois Lamar, the Chamber sponsored the highly popular Fun in the Sun community picnic at the Community Center Park. Many Valley clubs and organizations participated; however, conflicts with other community activities caused Fun in the Sun to be discontinued in 1986.

Several years ago, when Monterey County made a portion of its transient occupancy tax monies (TOT) available to the communities from whence they came, the Chamber established a committee to seek its share of these funds. Peter Coakley, John McCord, Paul Brocchini, and Nick Lombardo met frequently and worked hard to prepare the required paper work. The committee was successful, and the result is a handsome, multi-colored promotional brochure that is sent to those who inquire

about sunny Carmel Valley.

With TOT funds, the Committee also established a toll-free telephone number that goes into Director Ruth Taka's office at Crossroads Travel. In turn, her computerized system "plugs in" to the lodges/inns in the Valley and accommodations are made for people who are wise enough to choose Carmel Valley for vacations, weddings, or business trips.

Along with its monthly newsletter and directors' meeting, the Chamber sponsors Mixers at various locales in the Valley. It also holds a variety of special events including the Past Presidents' Luncheon and lunch meetings with excellent guest speakers.

The Carmel Valley Chamber of Commerce is open Tuesday through Thursday from 1 to 6 p.m. The phone number is 659-4000.

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Trail & Saddle Club Emphasizes Family Participation Since 1956

By Ruth Bishop

The Carmel Valley Trail and Saddle Club was organized in June, 1956, by twenty interested families meeting at Tularcitos School. The club's aims were to establish and maintain trails for the enjoyment of equestrians and pedestrians, and to hold equine and social events with emphasis on family participation.

The initial Board of Directors that incorporated the club in October, 1956, consisted of Jack Hennessey, president; Pat Fitzpatrick, vice president; Ruth Bishop, secretary; Marie Frumkin, treasurer; and Edwin Avila, Allene Buckenroth, David and Richard Gayman, Isabel Pierce, Alice Raymond and Edwin Riddell.

Members cooperated enthusiastically in locating and clearing trails, obtaining permission to ride through private property, and marking trails. Senior and Junior Trail Guides were trained to lead rides and to assure that the rights of property owners would be respected. Trail rides were held weekly, including breakfast rides to the water company grounds.

Riding lessons were given to members complete with clinics and movies, and members were soon participating in horse shows and parades and had formed a junior color guard and parade group.

Early shows consisted of Western and Gymkana held in the arena behind Los Laureles Lodge, at K. D. Mathiot's, and at Holman's Guest Ranch (Courtesy of Carmel Valley Horsemen).

General meetings of the Carmel Valley Trail and Saddle Club were held once a month complete with pot lucks and entertainment. A Pony Raffle was held in 1956 and a Saddle Raffle in 1957. During the Fiesta in 1957, the club sold tacos, beans and homemade cakes at the present location of M. J. Murphy. This was accompanied by a "Mystery Package Auction;" Levi Strauss in San Francisco do-

nated an original Levi Strauss doll that brought spirited bidding. The club's parade group made its debut in the Fiesta parade of 1957.

The present parade grounds were purchased from Fred Godwin in March, 1959. Member families spent every available moment after school, after work, and weekends removing rocks from the proposed arena and digging post holes for the arena fence.

Under the leadership of Bill Sellers, the board planned a "Cantique" in 1961. This fun event drew a huge crowd and featured an antique auction, games, pony rides, stage coach rides (complete with bandits), white elephant sale and lots of food.

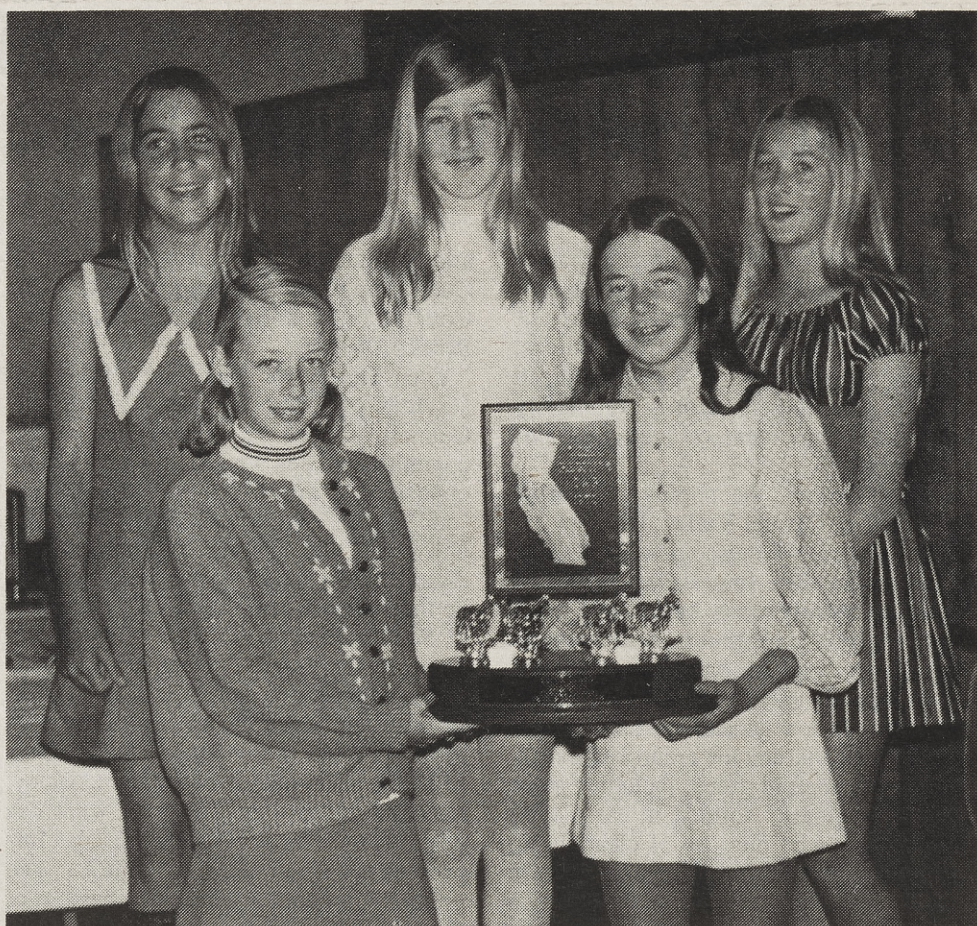
The "Award Series" was started for the club's large group of junior members. Five shows were held each season. They included instruction on the care of horses and equipment and the correct conduct in the show arena. Competition was broken down to age groups, with the youngsters competing for the year-end Perpetual Trophies and items of tack. The young riders became so proficient that they won honors throughout the state.

The Labor Day weekend annual shows became increasingly popular and were attended by exhibitors from all over California. The two day show featured roping, English, Western, Gymkana, Carriage and Pleasure Driving, Ponies and Breed classes. Dances, barbecues and pancake breakfasts were additional attractions.

Jack Swanson designed the club's horse logo prior to the 1965 show. The spring show started in 1969 and became an immediate success.

The clubhouse was completed in 1969, thanks to many hours of time given by Dick Warmington and Don Sherman, in particular.

The "Bob Angell Memorial Color



WINNERS OF REGIONAL COLOR GUARD CHAMPIONSHIP in 1970 were, left to right, Dani Kintz, Brenda Clough, Christy Klump, Sally Bennett and Kim Murphy. Carol Crockett, who was also a member of the victorious Trail and Saddle Club team, is not pictured. Photo courtesy of Carmel Valley History Society.

Guard" under the guidance of John and Bobbie Klump won the Region Six Color Guard Championship and fifth place at the Cow Palace in 1970. Members of this group were Dani Kunz, Christy Klump, Kim Murphy, Sally Bennett, Brenda Clough and Carole Crockett.

Improvements are made on the grounds every year, with 1989 seeing the enlargement of the main arena and completion of the dressage ring. The club presently has two arenas, a dressage ring, barbecue area, snack bar, entry and announcer's booth,

large club house with fully equipped kitchen and proximity to some fine trails maintained by the Monterey Peninsula Regional Park District.

With limited space, it is impossible to list all the names and contributions of members, officers, committee chairpersons past and present who have donated so generously of their time for the benefit of the club, or the names Valley businesses, stables, trainers, judges, and organizations who have contributed their expertise and help.

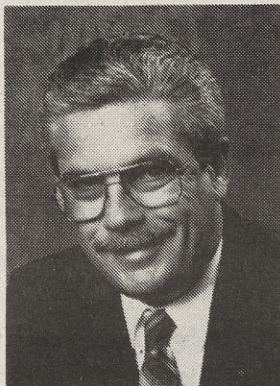
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Valley Library Service Started Back in 1938

Benjamin Franklin started our public library system in 1731. Two hundred and seven years later, that system finally reached deep into Carmel Valley. It was one of the earliest indications that settlement of the Valley was reaching a level that justified additional public services.

The first public library in the Valley, called the Carmelo Branch Library, was established in 1938 as part of the County library system. It was in the home of custodian Mrs. George Koch, who retained the position until Nov. 1, 1947.

Roderick A. Ekert was named librarian in 1948. In January, 1948, he moved the library from the "Box Stall" into a new building constructed by Irene Baldwin to house her real estate office. This is the building between the old Bank of America and the Grapevine, where Sun Valley Realty and Valley Typesetters are now located. In addition to the real estate office, the building housed the Post Office and the library in those early days of the Village.

Ekert resigned in January, 1951, as duties at the Post Office were too extensive. Irene Baldwin became branch library assistant in the same quarters. In 1958, Mrs. Baldwin's sister, Marjorie Ibsen, who had been helping in the library, was appointed librarian. This is apparently when the name was changed from Carmelo to Carmel Valley Branch Library.

Quarters were especially built for the library in the rear of Mrs. Baldwin's office in 1958, where it remained until moving to larger quarters in the same building in 1967. Joan Ray and Betty Shields served as librarians during the 1967-74 period.

Rickie Ann Marek (later Rickie Ann Meehling and then Preiser) was librarian from 1974 to 1981. Mary McDonald, who retired just a month ago, also became assistant librarian in 1974.

When Prop. 13 caused a cut in the hours of Carmel Valley Library and personnel, it was Librarian Meehling who realized the library needed strong support if it was to survive. With the help of County Librarian Barbara Wynn, she got a small group of ardent library-users together, and

Friends of the Carmel Valley Library was born in March, 1979.

The Friends organize lobbying on county and state levels, plan volunteer work and various programs such as outreach, story hours for children, and fund-raising affairs to name just a few.

The library moved to its current home in the Buckeye Building on Feb. 5, 1980. Before that move, it had been in the same location since 1949 and had seating for only five people with a single study space. The move doubled the size of the library, so the book collection could be expanded to 15,000 volumes and 300 to 500 reference volumes.

Friends of the Carmel Valley Library and other interested members of the community searched long and hard before finding this location. The late Jackie Marks led the search for the new building and saw the negotiations to a successful conclusion.

An additional area of 700 square feet was added and opened to the public on Sept. 30, 1984.

No library could truly function in these days of budget cuts without the Friends of the Library and the volunteers. Currently serving as volunteers are Lee Collins, Claire Franklin, Richard French, Rose Lester, Dorothy Roberts, Gil Ruggles, Mary Webster, and Sallie Witter. Since her retirement as assistant librarian last month, Mary McDonald has also joined the cadre of volunteers.

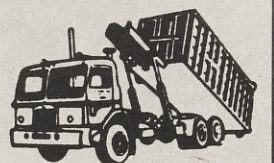
The 1981-85 period saw frequent turnover in the librarian position, as Lynda Whitson, Esther Sulsona and Barbara Donley all held the post. Stability returned with the appointment of the warm and capable Lou Ray in August, 1985.

Lou Ray, the volunteers, and the Friends of the Library can always use extra help and support during this era of the perpetual budget crunch. Their efforts keep library activities running smoothly for all the community who use the library. They deserve our support and certainly our thanks.



CONGRESSMAN BURT TALCOTT cutting ribbon at 1957 opening of improved Los Laureles Grade Road. Photo courtesy of Carmel Valley History Society.

Carmel Valley Disposal Service



Keeping Carmel Valley clean for over 50 years

The origins of Carmel Valley Disposal Service date back to the early 1930s. John Roscelli, who operated the disposal service in Carmel-by-the-Sea, and his son George signed up only five or six customers in the Robles Del Rio and Village area for trash service.

According to the younger Roscelli, "It really wasn't worth it, so we got out of the Valley." Several years later, he recalls, "Warren Douglas started Douglas Disposal in the Valley."

Douglas operated the company until 1965, when he sold out to the John Roscelli Corporation of Carmel. By that time, John had passed away, and son George had taken on two partners, Elio Chiappe and Tilio Olcese.

Technology Changed

During this period from the '30s to the '60s, the technology of refuse collection underwent dramatic change. In the early days, trash was collected in open bed trucks. The man picking up the trash climbed steps to the bed of the truck to dump the packing can or burlap blanket loaded with trash. To get the highest volume loads, the driver and packer compacted the loads with their feet.

The early 1960s saw the emergence of packer trucks which hydraulically compacted the loads. By the mid '60s, Carmel Valley Disposal was using only compactor type trucks.

With retirement in mind, George Roscelli sold his interest in the Carmel Valley and Carmel companies to Jim Carroll of Santa Rosa in 1978. Jim had been a partner in San Francisco's 'Sunset Scavengers and Sonoma County's Redwood Empire Disposal before moving to Carmel Valley. The following year, Carroll exercised an option to purchase Elio and Tilio's stock.

Shortly thereafter, the then-controversial transfer and recycling station was constructed on Pilot Road in the Village. Controversy erupted over the three towers and screening for the compaction pit.

Towers Were Demolished

The structure looked like the "unleaning towers of Pisa" to at least one architectural critic living on the north slope of the Valley. The towers and screening had been imposed through design review, but reaction was so heated that as a goodwill gesture to the people of the Village, Carroll opted to demolish the \$75,000 structure. Since then, most of the facility's neighbors have grown to love it, or at least rely on it.

In 1980, the Monterey County Board of Supervisors adopted a health ordinance controlling refuse collection and creating a permit system in Carmel Valley. Carmel Valley Disposal was granted a 10-year permit with a 10-year option. In return for this longevity, the Board of Supervisors was given control over rate-setting, and an administrative fee schedule was established to pay for environmental health staff expenses.

Carroll took on Bill Parsons in 1982 as a partner to serve as a general manager. Parsons had been Manager of the Monterey Regional Waste Management District from 1973 to 1979.

The company made a modest improvement in collection technique in 1987 with the WasteWheeler roll-out cart system. About two out of three customers have embraced the cart as an improvement in service. The company has witnessed a decrease in work-related injuries as a result of the cart program.

More Recycling in the Future

The future of refuse collection in the Valley seems to be oriented toward more aggressive recycling programs. The company is now evaluating the feasibility of expanding to some of the denser areas of Carmel Valley the curbside recycling programs it already has in Carmel, Pebble Beach and Pacific Grove. Fifth District Supervisor Karin Strasser Kauffman is working actively with the company to make curbside recycling an early reality in Carmel Valley.

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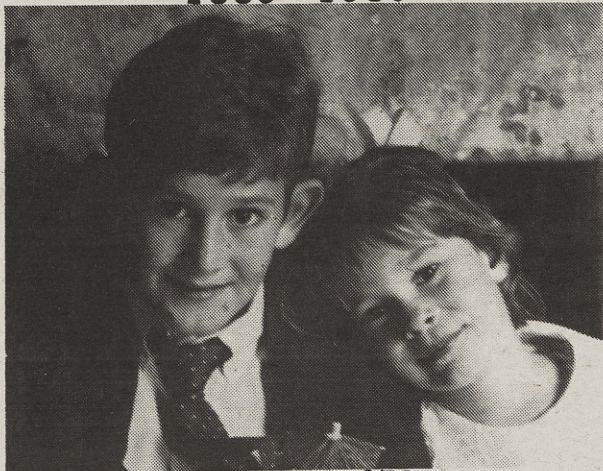
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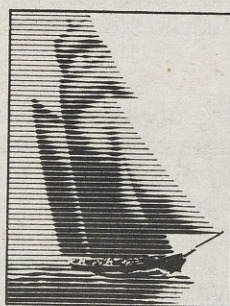
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